

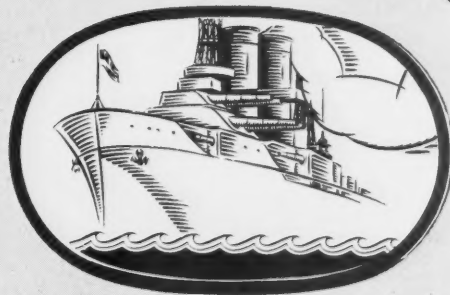
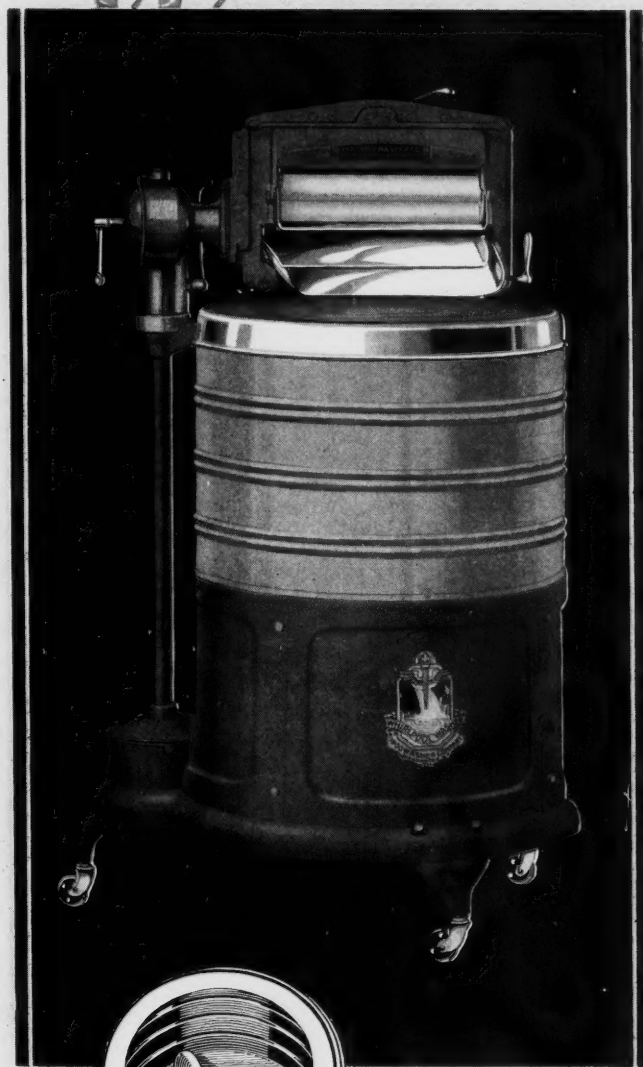
# Electrical Merchandising

The Business Magazine of the Electrical Trade

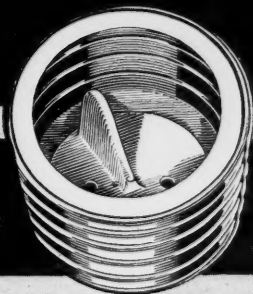
A McGraw-Hill Publication

DECEMBER, 1928

## *Why the* **WHIRLPOOL** *Sells Itself*

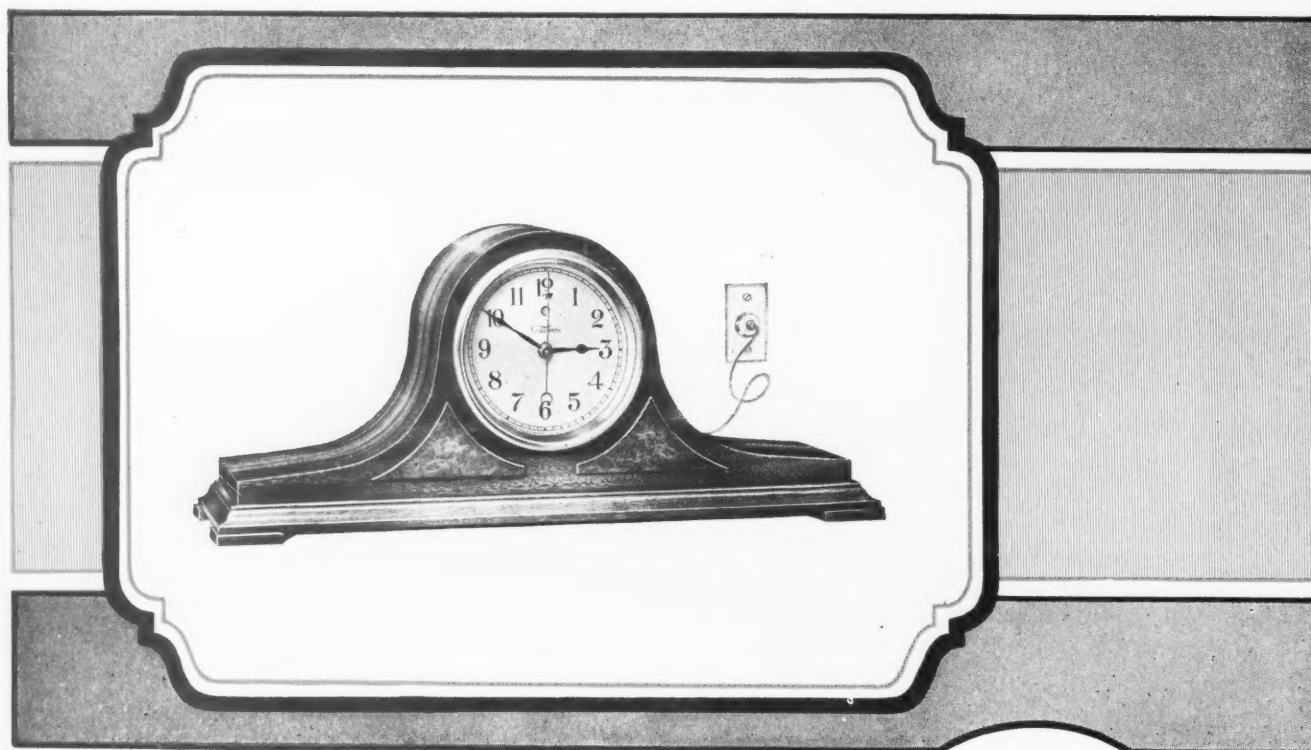


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EARL WHITEHORNE,  
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# Electrical Merchandising

The Business Magazine of the Electrical Trade

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DECEMBER, 1928

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## Who Makes a Magazine?

A GOOD publication is the result of collaboration among the editors, the contributors and the readers.

Editors like to think they are useful but the readers and contributors are the real makers of any magazine that is doing a useful job.

\* \* \*

This issue of *Electrical Merchandising* is a particularly good example of this truism. Our cover this month carries an orange masthead instead of the usual blue strip with the magazine's name on it. This change of color carries out a suggestion made by several readers after the appearance of our first Appliance Index number. These collaborators felt that a reference issue should have some outward and distinctive sign to help the busy man pick it out from the pile of other magazines on his desk.

The Appliance Index itself is a collaboration. The manufacturers, in this instance, gave us of their time and help in preparing and checking these thousands of items to build up an accurate

listing and description of all electrical appliances. This valuable reference resource would not be possible otherwise.

\* \* \*

Contributors and readers are interchangeable terms. William M. Emery, a reader of *Electrical Merchandising* for many years, is passing on to other dealers the results of his long and successful experience in the appliance trade. The second article in the series by him appears in this issue and deals with a fundamentally important topic. We are sure that this article will be of very definite benefit to other readers.

\* \* \*

A new contributor, R. J. Greil, writes in this number from the experience of a banker and makes some very practical suggestions toward bettering the profits of time payment business.

This issue is a good one, a serviceable, usable business tool. The editors can say this without immodest boasting, since credit is due mainly to our collaborators.

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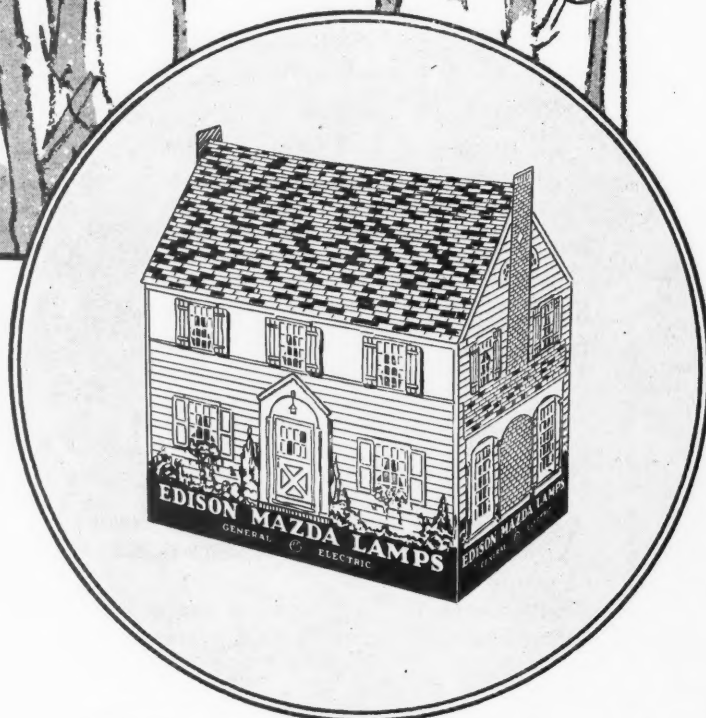
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# Electrical Merchandising

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

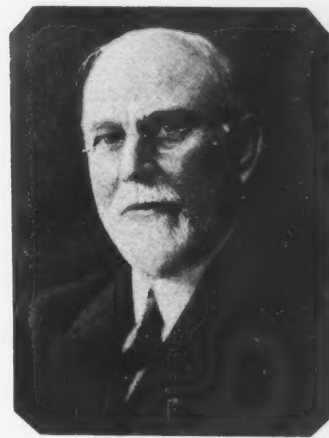
EARL WHITEHORNE,  
Editorial Director  
L. E. MOFFATT,  
Managing Editor

VOLUME 40

December, 1928

NUMBER 6

## *An Expression of* *The Rising Standards of* *Business Journalism*



JAMES H. MCGRAW  
Chairman of the Board of  
Directors, McGraw-Hill  
Publishing Co., Inc.



MALCOLM MUIR  
President  
McGraw-Hill Publishing  
Company, Inc.

**S**IGNIFICANT of the growing importance of the service to business now rendered by the modern "institution of the press," is the expansion of the executive direction of the McGraw-Hill Publishing Company, publishers of *Electrical Merchandising*. The fact that James H. McGraw, founder and president of the company, has been made chairman of the board and Malcolm Muir elected to the presidency is but an ex-

pression of a profound development that has been taking place in business journalism. Impressive as the recent progress of this organization has been, it is but the reflection of an evolution of fundamental importance to American business, in which Mr. McGraw and Mr. Muir have been outstanding leaders.

**T**HE McGraw-Hill Publishing Company has been before the public conspicuously of late. The acquisition of the publications of the A. W. Shaw Company of Chicago last June added to the McGraw-Hill engineering, industrial and trade papers, the *Magazine of Business* and *System* which carried the influence of this publishing house into the field of general business. Later the purchase of *Textile World* and its affiliated publications marked the entry of this organization into another great basic industry.

The success of this enterprise has been founded above

all else upon a very broad conception of editorial responsibility and leadership to which Mr. McGraw has tenaciously adhered since the beginning of his journalistic career forty-three years ago and which in the beginning was considered entirely too idealistic to be practical. It was the simple principle that the editor's prime obligation is to his industry, a responsibility to provide a functioning "fourth estate" for the service of that professional or industrial community to which his readers belong.

**T**HROUGHOUT his twenty-three years of active association with Mr. McGraw, Mr. Muir has been a forceful champion of these editorial ideals and has in turn made notable contributions to the improvement of the marketing philosophy of industry.

Mr. Muir therefore assumes the presidency of the McGraw-Hill institution with a splendid background of practical experience and executive responsibility, for he has not only worked his way up through the organization from the bottom but has taken a leading part in the actual expansion of the company. He has had an important influence in the development of the vital spirit of the organization and of its service to its half million subscribers and the forty-five hundred industrial advertisers who reach the marketplace through McGraw-Hill publications.

Mr. McGraw will continue no less actively in the work but will be enabled to devote himself more freely to the inspiration and guidance of the editorial leadership of these many publications to which he has given such absorbing interest for so many years. Mr. Muir's proven sympathy and enthusiasm for the principles for which McGraw-Hill papers have stood so consistently for so long is a complete assurance of their continuance as the basic policy of this house.

PROMOTION *for*

# *The MAN Who Makes Good*

—But *Not* PROMOTION  
*away from SELLING*

*A plan for graded compensation  
that will build ambition, hard  
work and steadiness into a spe-  
cialty sales organization*

By William M. Emery

YOU cannot maintain discipline in a sales organization working on a uniform flat-rate commission basis. For six years I have seen electrical appliance dealers trying to do so without success. Salesmen on the staff, where all are paid the same flat rate, resent supervision and believe that by virtue of the type of compensation each is his own boss. I have seen such men artificially stimulated to short-lived energy and occasionally cowed into subordination, but nowhere have I seen engendered a spontaneous ambition to function with true efficiency and a loyalty for the plans laid down by the chief. New men are more industrious and co-operative than old men. Thus occasional housecleanings are necessary when organizations grow stale.

This matter of the sales staff has always been one of the hardest and one of the most vital of the dealer's problems. And now, when there is added the increasing difficulty of recruiting man power, dealers are voicing definite discouragement. Everywhere they are making expensive hit or miss experiments with guarantees, salaries, drawing accounts and bonuses. Little progress can be made, however, without a thorough analysis of the problem, looking toward a new and better method of salesman remuneration.



Before going into the details of several commission plans, I want to make clear that in my opinion salary for salesmen is not the answer. I have never seen a successful sales organization in the specialty field paid on a salary basis, because the conditions are so varied that in the nature of things the straight salary does not fill the bill.

Intensive selling, evening work, the impossibility of continuous supervision, all these make a commission form of compensation necessary.

Of course there are abuses of the commission method of payment. But they can be corrected. Some of these abuses are the consequence of poor business practice, in handling payments and demonstrations, for which the dealer and not the salesman is responsible. Take, for instance, the practice of paying salesmen more money in commission than the salesman has collected as a down payment. This could not happen if the down payment had not been reduced to an uneconomic minimum. Any compensation that does this is dangerous, whether the





salesman is on a salary or commission basis. It will always create forced and undesirable business, exaggerated and untruthful reports. Warehouses full of repossessed machines, and dealers in bankruptcy have borne testimony to the folly of selling goods on such a basis.

*The dealer should never pay out in commission more than he receives as down payment.*

I have never seen a case that actually justified the breaking of this rule.

Bonus plans are often set up in deliberate defiance of this sound practice and trade-ins when received in place of down payments always infringe on such a policy.

**ANALYZE** with me the bonus plan recommended by a leading washer manufacturer. The salesman is paid \$20.00 per machine less reserve and a bonus of \$25.00 if five are sold in a thirty-day period. The bonus is paid immediately. The result is that \$20.00 is paid on the first, second, third and fourth sales and \$45.00

## Does Your Remuneration Method Do This?

1. *Pay enough to obtain and hold the desired type of salesman.*
2. *Interest and attract the new man.*
3. *Encourage old men to recruit and train new men.*
4. *Engender ambition and create esprit de corps.*
5. *Reward efficiency and loyalty with advancement:* (a) *more money*  
(b) *honor*  
(c) *authority and responsibility.*
6. *Permit discipline without discharging.*
7. *Permit frequent advancement without promoting away from productive selling.*
8. *Encourage stickers to stick to you and floaters to float on somewhere else.*
9. *Stimulate salesmen to fight for every possible sale, day or night.*
10. *Give each salesman a flexible monthly quota to strive for.*
11. *Create good sales and a prolonged interest in prompt collections.*
12. *Increase the down payments and cash sales.*
13. *Discourage forced business and padded sales.*
14. *Make men self-reliant and reduce supervision.*
15. *Pay no more than the salesman brings in.*
16. *Vary the cost to the dealer in proportion to the volume produced.*
17. *Rapidly create a reserve against reverts, especially for new men.*

on the fifth. Suppose a salesman has sold four machines and it is almost the last day for the fifth sale or possibly he is in need of money. He has a lease with \$5.00 paid on it. The company requires \$20.00 minimum down payment. If he advances the \$15.00 himself he will receive \$45.00 commission and can pay the urgent grocery bill. He is human and he pads the sale. During the next three or four weeks he digs HIS \$15.00 out of the customer by dribs and drabs. The company then tries to collect THEIR monthly payment in thirty days by mail. The account becomes delinquent at the crucial moment and a good account is ruined.

Trade-ins should not be accepted in lieu of cash so far as the salesman's commission is concerned. A sales-

man left a vacuum cleaner for demonstration in a home and took the old one with him to be "appraised." He got the customer to sign the lease on the "delivery slip gag" and collected \$12.00 commission. Of course by the time the company realized its predicament the salesman had quit and the customer demanded the return of the old machine which unfortunately had been junked. Not once but many times this act with variations has been staged because the dealer did not observe the rule "No commission paid shall exceed the cash received."

Manufacturers are recommending an additional commission or overwriting paid to supervisors. One manufacturer pays \$9 overwriting on every washing machine sold. The supervisor directs four or five truck crews. The salesmen draw \$25 less reserve if they make bonus. The supervisor receives no salesman's commission but must throw all his sales to salesmen. I have seen few supervisors advanced from salesmen who could successfully supervise more than one truck with the close attention that this company expects of them. Supervisors usually make less money than good salesmen and at the same time there are many supervisors drawing an overwriting on salesmen who sell twelve or more machines monthly. Such men need no supervision and are better salesmen than their supervisors.

It is my contention and that of many other dealers that supervisors' overwritings are inconsistent and uneconomic. If they were judiciously paid to the salesman, a much better type of man would be attracted who would require much less field supervision and driving stimulus.

**A**T THE head of this article I have listed seventeen requirements of an improved plan of remuneration. If these are studied and used as a standard of measurement, the strength of any plan for salesman's compensation in the electrical appliance field can be tested.

The following method of remuneration has been worked out with these requirements in mind. It has met the approval of many dealers and is considered by them

the solution for many of their selling problems. It may be varied to suit the conditions of different dealers and manufacturers but the principles on which it is based are fundamental.

Under this plan the sales force is graded by promotion into three classes: *junior salesmen, senior salesmen and supervisors*. This is best done by promoting a few at a time to whet the ambitions of the remainder.

Supervisorships are attractive because of both the remuneration and the authority. They are held in reserve for such men as command the respect of the rest of the organization for their loyalty, willingness, energy, punctuality and sales efficiency. They should also have some qualifications for hiring, training and leading men. To make them realize their position, the dealer should frequently consult with them as a group on matters of policy, personnel and stock. In addition to the good moral effect of such conferences, their advice may be very valuable.

**T**HE supervisor in this plan makes retail sales himself but receives no favor in the distribution of leads. He handles one truck and provides and trains one or more junior salesmen to work with him canvassing, demonstrating and selling. If he cannot keep his truck manned he is demoted to the senior salesmen classification. *Men of the right type for supervisorships are at work in every organization but they may not be apparent because the organization set up does not appeal to their ambition.*

The junior salesmen, as I have indicated, always work under a supervisor. They may be demoted seniors but are generally newcomers lacking experience and needing training.

Senior salesmen are juniors who, after a period of two months training, have been found worthy of promotion. From this point the dealer can insist that because the senior salesman is no longer a buck private, he must be subordinate and an example to others. This promotion brings with it honor and an increase in the scale of pay

## Graded Compensation Rates Proposed by Mr. Emery

Sale For the Month	Junior Salesman's Commission	Senior Salesman's Commission	*	Supervising Salesman's Commission		*
				Personal Sales	Overwrite on Junior Sales	
First.....	\$25.00	\$25.00		\$33.00	\$8.00	
Second.....	25.00	25.00		33.00	8.00	
Third.....	25.00	25.00	\$25.00	34.00	9.00	\$33.33
Fourth.....	25.00	27.50	25.62	34.00	9.00	33.50
Fifth.....	25.00	30.00	26.50	35.00	10.00	33.80
Sixth.....	25.00	32.50	27.50	35.00	10.00	34.00
Seventh.....		35.00	28.57	36.00	11.00	34.28
Eighth.....		40.00	30.00	36.00	11.00	34.50
Ninth.....		45.00	31.66	37.00	12.00	34.77
Tenth.....		50.00	33.50	37.00	12.00	35.00
Eleventh.....		40.00	34.09	38.00	13.00	35.27
Twelfth.....		35.00	34.58	38.00	13.00	35.50
Thirteenth.....		35.00	34.61	38.00	13.00	35.70
Fourteenth.....		35.00	34.64	38.00	13.00	35.86

\* Average Commission Cost to Dealer—Not to be put on salesman's chart.

*This payment schedule applies particularly to washers. The principle will work equally well with any major appliance, the basic idea being a promotion in salary and dignity for good work without taking a man out of active selling. The cost to the dealer is substantially the same as under present systems but with improved results on men and volume.*



but no authority. Two seniors work on one truck and in this class may be found good lone wolf workers who show no ability in training men. Some companies might grant senior salesmen with families a small drawing account and a monthly settlement, but I am of the opinion that this is not necessary. After a salesman has worked under the plan which we are describing for two or three months, his "collection commissions" will give him a fairly steady weekly income without a drawing account.

This three fold classification appeals to the new recruit looking for advancement and permanency. Frequent promotions and occasional demotions for the sake of discipline are necessary to keep every one on his toes. But don't promote everybody. A group of juniors covetous of senior and supervisor positions are the essence of this plan. Conferences "for supervisors or seniors only" will assist the development of this desired attitude. A senior also will have a fear of demotion and must maintain his honor.

Now this plan grades compensation as well as position.

Before announcing it to the staff, it would be well to prepare a chart showing the scale of remuneration for each group. This should be hung conspicuously in the salesman's room. Interest will soon be excited and if no further information is given out, you will have a full attendance at the next sales meeting.

Study the chart on the opposite page and place yourself in the salesman's position. Would it not encourage ambitious effort?

In calculating this scale of commission I have assumed that the regular commission on each unit to be \$25. I have added one dollar per unit for gasoline because under this plan I advocate that seniors and supervisors buy the gasoline for their trucks. I have also assumed that supervisors fee to be \$9, making a total budget of \$35, which can and should be left to the disposal of the specialty store dealer by the manufacturer. It applies especially to washers but can be modified for any major appliance.

THE present policy of at least one leading washer manufacturer provides for a closer relation of the supervisor and the manufacturer than exists between the dealer and the manufacturer. This, from the dealer's standpoint, is not satisfactory. The supervisor is taking no risk in the operation. The dealer has much at stake. Therefore the personal contact should be between the manufacturer and dealer. If there is a supervisor, his place is subordinate to the dealer.

When the payment is made is quite as important as how much. Junior and senior salesmen are paid in full on verification of the sale, if the down payment received is as much as the commission due. If the down payment is less than the commission due, then an amount equal to the down payment is paid as commission and the balance becomes "collection commission," which is paid at the rate of one-half the monthly collections until it is cleaned up. Supervisors are paid by the same rule. On sales made by juniors the supervisor is paid his overwriting at once. For instance if the eighth sale turned in by a supervisor was made by his junior salesman, the supervisor should receive \$11.

The salesman's share of a trade-in is deducted so far as possible from the collection commission balance rather than from the immediate commission.

If a salesman quits or is dismissed, he, of course, sacrifices "unearned" collection commissions. His collection commissions are not affected by a demotion in

*"The dealer should never pay out in commission more than he receives in down payment. Any compensation plan that does this is dangerous, whether the salesman is on a salary or commission. It creates forced and undesirable business, exaggerated and untruthful reports."*

rank. In this way floating is discouraged and a real penalty is placed on dismissal. This method is being used successfully by several of the vacuum cleaner companies. In some states an employment agreement under seal may be advisable.

The unearned collection commission quickly forms a reserve that I have always found to be sufficient in cases of reverts. This plan also builds a reserve for new men more rapidly than the plan of reserving two dollars on each sale, and the men are happier because they get all they earn.

In the case of a revert, the salesman is charged back with only the amount of the minimum down payment required by the dealer. If the salesman has been successful in getting a greater down payment, he is entitled to it. Revert charges are collected from the salesman by withholding earned collection commissions. If a machine is sold by a junior, the supervisor is charged back with the full amount of the overwriting and the junior is charged back with the minimum down payment. My reason for recommending the limiting of the charge back to the minimum down payment is that this feature may be used to encourage larger down payments and under this plan the company receives an equal share of the early collections.

Salesmen have a tendency to bring in forced business at the end of the month. This plan will tend to discourage this practice; for example, if the tenth sale of a previous month reverts the loss in collection and revert is \$50; if the same sale had been one of the first of the month, the loss to the salesman would be only \$25.

ONE criticism of this plan which might be raised is that some salesmen might attempt to increase their income by combining sales, as they frequently do under the bonus plan. Most of this sort of scheming would be overcome by the increased spirit of loyalty and ambition because of the possibility of promotion or demotion. The collection commission feature discourages combining sales, except in the case of cash sales. The dealer's stock record should also act as a check. A junior salesman would not dare combine because of his supervisor and a senior salesman would be forced to sell a minimum

of four a month at the lower commission, or he would be subject to demotion.

Bookkeeping on this compensation plan is not as complicated as it might appear. There will be a more complete examination of this phase of the plan in connection with next month's article, in which I will explain a new cost accounting method.

The chief features of the bookkeeping are these: instead of keeping a monthly sales book grouping all the sales together, there should be an individual sales record for each salesman. Sales should be entered immediately and numbered. The first sale for the month for each salesman is No. 1, on which a total commission of \$25 is payable. The sixth sale received is No. 6, on which a total commission of \$32.50 is payable to a senior salesman. The sale of a junior salesman is entered in full on his page and in memo on his supervisor's page.

Keeping tabs on the collection commission is already being done by many large companies in the vacuum cleaner field. Entries on the ledger lease accounts are made to indicate the total collection commission earnable on the sale by the salesman and whenever a payment is received the amount due the salesman is noted on this ledger account and also indicated on the cash sheet. These accounts are picked up weekly from the cash sheet when the salesman is paid.

**A**PROLONGED interest in the quality of his business is created in the salesman because of the collection commission. This collection commission on any payment may be forfeited by the salesman in case the first payment is fifteen days and later payments forty days delinquent. If the minimum down payment required by the dealer is so large that the salesman tends to collect it piecemeal, it will be better to accept a smaller down payment. This down payment should never be less than ten per cent of the cash price.

For a dealer with twelve trucks there should be ultimately about four supervisors, each handling one truck and two or three juniors and sixteen seniors in pairs on the remaining eight trucks.

You will note that under this plan the amount paid the salesman by the dealer varies with the volume produced. Commission payments depend on the size of the down payment and the speed and success of collections. The graduated scale of commission gives the salesman automatically a flexible personal quota to work for.

The commissions indicated may seem large. They are generous but not extravagant and do not aggregate more on the average than washer selling costs today, while they will actually encourage more and better selling. Fifty dollars on the tenth sale certainly should inspire energetic, high-grade salesmanship, but even in a prosperous organization commissions are not likely to average over \$31 per machine, which will leave a margin of \$4 out of the \$35

budget to be expended by the dealer as he sees fit in sales development. Other expenses will be reduced by increased quality and volume and the increase in man power.

In some localities the beginner might be granted an initial salary (not a loan, because the paying back of a loan discourages a man at the beginning) in addition to his commission; such as \$5 the first week, \$10 the second week, \$15 the third week and nothing thereafter. If he is of no value, it should be discovered within the first week. After the third week his commission should carry him. The forfeited collection commission of floaters will help pay for this.

Supervisors can be encouraged to hire, train and promote their men to be seniors through a special bonus paid for every man promoted away from him. Forty-five dollars is a suggested figure payable at the rate of \$9 per machine on the first five sold after promotion, provided the training period was

for a reasonable length of time. This would tend to correct a present weakness in staff building, since one important reason for the lack of man power is that frequently old men deliberately discourage new men so that they may monopolize store leads.

This plan will build ambitious men permanently into the organization. A supervisor or a senior salesman may draw three or four hundred dollars per month and produce a steady, profitable business for the dealer. This is more than the average supervisor makes on the \$9 overwriting plan and should be enough to attract men of high caliber, as well as encouraging the present salesmen to heartily recommend their kind of work to their

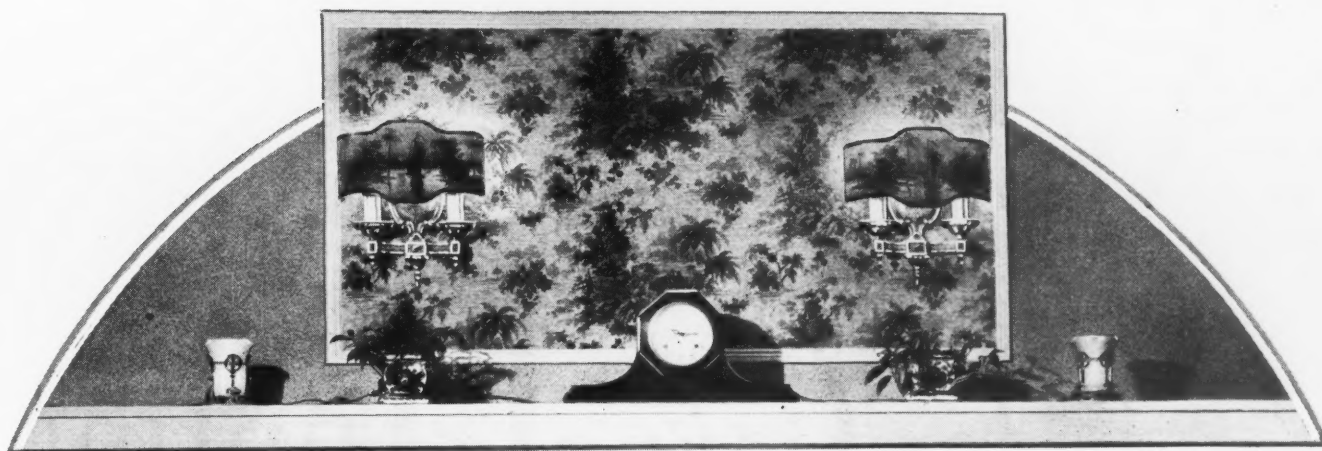
friends. To try to build a permanent sales organization on underpaid salesmen is like pulling a load up hill with an underfed horse. It is slow and it takes a lot of whipping—and a lot of horses.

I designed this plan of compensation for a sales force specializing in major appliances, especially washers. It can be adapted to a dollar volume basis just as well as unit sales, or it can be applied to smaller units on a percentage commission basis. The study and application of the psychology of the promotion feature will greatly enhance the quality and volume of dealer business. In less than six months it will solve his man power problems. I once had a very clever sales manager who said "a straight commission salesman cannot be told what to do until he feels that he has been promoted to a conspicuous and desirable position of honor and responsibility."

*The second of a series of articles on the problems of the specialty dealer by William M. Emery. Mr. Emery has had ten years experience in the electrical appliance field and until recently headed the West Philadelphia Maytag Co. The first of the series, "Not Less, But Better Canvassing," appeared in the November issue.*

Under this plan the amount paid the salesman varies with the volume produced. Commission payments depend on the size of the down payment and the speed and success of collections. The graduated scale of commission gives the salesman automatically a flexible personal quota.





# Brightening *the* CORNERS

## *A New Lamp and Some New Merchandise*

By

ROBERT L. ZAHOUR

*Westinghouse Lamp Company*

THE new 10 watt S-11 bulb decorative lamp is rapidly meeting the demand for a unit, small in size and low in power consumption, to equip lighting ornaments in the home. Besides, this lamp has uncovered an unlimited number of useful applications in the household, where the ordinary lamp and its electrical accessories, because of their awkward sizes, could not be used satisfactorily.

### DECORATIVE USES

Fixture manufacturers have developed small ornamental portables, with artistically colored globes of various shapes, equipped with sockets for the intermediate screw base lamp. Such ornaments lend themselves very favorably for display on radio and loud speaker furniture, music cabinets, small library or end tables, or on the mantel over the fireplace in the living room. Suggestions of one of these applications is illustrated in the accompanying photograph.

In the dining room, these portables serve as an excellent alternative for candlestick ornaments on either the server or buffet. Likewise, the phone table in the hall,

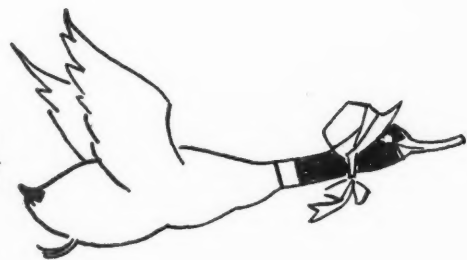
the night table in the bedroom or the summer tables of either open or enclosed porches can be made attractive through the use of these units. Since the decorative lamp is supplied in a clear bulb and in the standard coated colors of the lamps now on the sign and decorative schedule, namely: white, flame-tint, red, blue, green, yellow and amber-orange, a colored lamp can be easily selected to give light that will harmonize with the color scheme of the room furnishings.

### AS A UTILITY

The utilitarian value of the lamp has opened many new applications favorable towards enlightening the work of the housewife. The refrigerator compartment immediately suggests the use of a small unit which can be readily concealed in the upper front of the cooling chamber, where the electric cord is connected through a door switch that will turn on the light when the door is opened. The same idea may be applied to the shelving of a fruit cellar or storage closet. Likewise the china closet provided with sockets installed between shelves at the front corners on the interior, and connected through a door switch permits a useful and decorative feature at little cost.

The decorative lamp is designated as a 10 watt, 110, 115 and 120 volt, S-11 bulb, intermediate screw base, listing at twenty-five cents clear or colored. Having a new base intermediate between the medium and candlelabra screw base, this lamp requires special sockets and receptacles. At present, the manufacturers of Christmas strings are in a position to supply composition pigtail sockets, while manufacturers of electric hardware can supply key, keyless and pull chain brass shell sockets, for streamers in porch, garden or landscape decorations.

# ADVERTISING



## Is Like Hunting

**W**HEN Paris was a village on an island in the Seine and London was a huddle of hovels, the art of advertising had reached a very high state of perfection.

For you must know that perfect advertising is advertising that works, and any other advertising is sog. In this respect, advertising is like an egg: it is either good or bad: there is no such thing as a tolerable egg.

This advertising which they used in the Middle Ages

worked. It accomplished all that any advertising can accomplish. It brought the customers into the shop, and after that the sales and profits depended upon the goods, the price and the service.

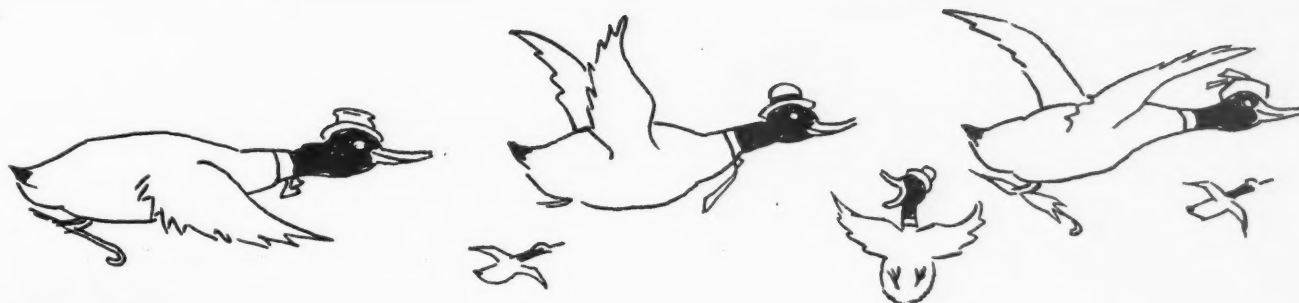
This was the way of it: When a man broached a cask of wine in those days, it had to be consumed within a reasonable time or it would evaporate or go sour from being exposed to the air. It could not be bottled because bottles were then too expensive. It had to be drunk. The broacher of the cask, therefore, was confronted with the problem of letting folks know he had wine for sale. He had in some manner to advertise, and he did so by the simple act of hanging a bush over his doorway. Any house with a bush over the door had wine for sale, and promised warmth and fellowship. So the bush over the doorway was among the first commercial advertisements, and, I repeat, it worked. The citizenry rallied round.

But even at that far time there were those who belittled advertising. "Good wine needs no bush," declared the anti-advertisers. They depended upon word-of-mouth, like a modern speak-easy.

And to a certain extent they were right. It is true that if a man wants, or thinks he wants, a thing very badly he will go out and somehow find it. It is also true that if an article of merchandise or a form of service has outstanding merit, there are those in the know who will voluntarily advertise it by word of mouth. But it is not true, not in this day and age, that a man can make much of a success in a highly competitive retail business without advertising. When Emerson said something to the effect that when a man made a better mouse-trap the







# Ducks

By FRANK B. RAE, JR.

world would wear a path to his door though he lived in a forest, Emerson was commercially cock-eyed. I know a hardwareman on Main Street who went bust the other day with a cellarful of the very highest quality mouse-traps. Folks passed his store to go where inferior mouse-traps were advertised.

\* \* \* \*

Perfect advertising is advertising that works, and any other advertising is sog.

Let no flop advertising man tell you differently.

An ad either gives results or it doesn't. The results can be toted up as accurately as the results of the day's business. If you do not get the results you hope for, it is either because the ad is wrong or something about the store is wrong, or you've aimed at the wrong objective, or—at no definite objective at all.

Generally the latter.

Not one merchant in twenty knows what he's aiming at when he authorizes an advertisement. He shuts his eyes and shoots his wad in the hope that some portion of the public will wander into the line of fire.

Do you hunt ducks that way? Do you load up any old gun from an air rifle to grandfather's blunderbus, with any old explosive from black powder to TNT, with any old bullets from BB shot to scrap iron off the junk pile, and then shoot straight up in the air in the hope that a duck is flying by?

You do not.

When you hunt ducks you

Fig. 1

**Majestic**  
7 TUBES  
**ELECTRIC RADIO**  
YOU DO THE CHOOSING  
SEE and HEAR the  
**WONDER RADIO FIRST**  
Marvelous Tone — Astonishing Accuracy  
Real Beauty  
**GRIFFITH BROS.** Cor. Reed and Johnson Streets

Fig. 2

spend several evenings in careful preparation, in choosing a suitable and accurate gun and the most effective shells; you travel to a far spot where ducks are known to abound; you get up in the middle of the night, set your decoys and conceal yourself in a most damnably uncomfortable blind; and then, when the ducks come within pot-shot range, you arise and blow the glossy tail-feathers off of them.

That's how you hunt ducks.

And that's exactly how you have to hunt customers. When you advertise.

\* \* \* \*

Before a merchant can begin any program of advertising that will bring results, he must make a number of basic, bedrock decisions. The first is to answer this question: "Am I a manufacturer's agent or am I an independent merchant?"

If you are an agent, then the trade-name of the product is all-important, and you are secondary. If you are an independent merchant, then your store is all-important and the trade-name on the merchandise is secondary. Just to make this plain: if you want to buy a Ford car, you go to the Ford agency. You care practically nothing about the man who operates that agency. The product is all-important: the man or concern that sells it is secondary. But if you want a nice, juicy beef-steak, you go to a butcher in whom you have confidence. You

**Buy It at Coppotelli's and Choose Your Own Terms!**

This Model Complete Less Tubes \$167.50  
A 7-Tube Completely Shielded Receiving Set  
Other Models Priced at \$85.00 \$99.50 \$137.50  
Complete Less Tubes

**Majestic**  
**ELECTRIC RADIO**  
(Grigsby-Grundy Company, Exclusive Mfrs.)

You Cannot Buy a Better Radio Set Than the New Majestic AT ANY PRICE—and You Should Buy It at COPPOTELLI'S

Just come into Coppotelli's—listen to a Majestic—and get a new radio thrill! It is something new, something different, something more wonderful in tone than you have ever heard before! Because the Majestic is the most sensitive set ever built, it gives you infinitely more to hear. Because of its protected Power Unit it gives you a volume range because of its delicately balanced construction, it gives you flawless reception without distortion. Every word spoken by the announcer comes through the Majestic Dynamic Power Speaker with a clarity you have never heard before.

**FREE Installation in Your Home!**  
**Only \$5.00 Down Payment**  
**—One Year to Pay**

**COPPOTELLI'S**  
**RADIO and MUSIC**

AUTHORIZED MAJESTIC DEALER

315 VAN BUREN STREET

PHONE 7625

care nothing about whether he buys his beef from Swift or Armour or the local slaughter-house. You rely upon the butcher's experience and judgment to give you what you ask for: he is all-important: the trade-name, if any, on the beef carcass is secondary.

Obviously such a fundamental difference in the type of retailer calls for a fundamental difference in both policy and method of advertising.

This difference is strikingly shown in Figures 1 and 2, both advertising the same trade-marked merchandise. Leaving out of account the matter of size, Messrs. Griffith Bros. sign the manufacturer's ready-made ad as agents, while Coppotelli's go to extremes to stress their own importance as merchants handling the same manufacturer's product. That the opportunity to assert independence is not a matter of mere space, we reproduce in Figure 3 a two-column, two-inch ad with an individual and distinctive type and border, in which Baumer makes it very plain that *he* is the guy who is selling Majestic radio and not Majestic radio that is using him as a retail outlet.

\* \* \* \*

When the merchant has decided what *kind* of a dealer he is, the next decision must be in regard to the class of trade he is geared to serve.

In small towns, the general merchant serves the whole community, both high and low. But just as soon as there are two merchants selling the same kind of merchandise in the same town there occurs a class split in the trade. The people of refinement pick the store that is cleaner, in which the service is more courteous, in which the merchandise is a bit more stylish perhaps. The people of coarser fiber, while they may be just as good citizens and willing to spend just as much money, nevertheless gravitate to the store that is more nearly of their own class.

It is a wise merchant who recognizes and acts upon this distinction. Those whose stores naturally appeal to the better class should put their strongest effort into serving that class adequately, while continually angling for some of the more popular trade: those whose stores naturally appeal to the popular trade should make their strongest effort to hold that popular trade with popular merchandise at popular prices, with popular appeal, while continually reaching up for the better class: those who try indiscriminately for both classes generally please neither.

\* \* \* \*

These fundamental merchandising class distinctions apply with force to the store's advertising. It should be distinctly keyed to the people who naturally do business with you.

This point is emphasized in the two actual examples which we reproduce—Figures 4 and 5. The J. L. Hudson ad appeals to the social strata which might be designated as from middle to upper; the R. I. Supply Company ad appeals from the middle class down. This difference is not one of price. The \$77 set *looks* a whole lot cheaper

than one at \$119.50, but when you examine the ads closely you see that Hudson's set is complete with tubes and cone speaker, whereas the Supply Company set is "less tubes" and asks an additional \$20 for the speaker. The difference is almost entirely a difference in class.

The advertiser must deliberately key his ads to the public he seeks to serve—and *keep them keyed there*. That's decision number two.

\* \* \* \*

The third thing for him to decide is how much he will spend.

Retail advertising expenditures are generally based upon a percentage of the store's sales. These percentages vary with the different lines of business, and as an aid to your thinking on this point, here is the schedule of appropriations (in percentages) representing the present averages spent for advertising by a number of successful merchants.

Central stations (54) .....	3.2 % of gross sales
Electrical dealers (43) .....	2.7 % of gross sales
Radio dealers (48) .....	5.1 % of gross sales
Retail hardware (35 stores doing \$60,000 to \$100,000 yearly in towns of over 50,000) .....	1.15% of gross sales
Department stores (average 168 stores doing over \$1,000,000 each) ..	3.7 % of gross sales
Department stores (average 399 stores doing less than \$1,000,000 each) .....	2.8 % of gross sales
Furniture stores (41) .....	5.6 % of gross sales

An advertising appropriation should be decided upon in cold blood and adhered to with absolute determination. Here is where many merchants go so far wrong it's just plain pitiful.

A certain class of retailers decide to advertise: they make a mental appropriation: they swear, they *WILL* spend this money for advertising. Then, because *through their own fault and negligence* the advertising program goes haywire, they quit.

Another class starts by saying that advertising is the bunk. Then along comes some fly-by-night with a scheme to put an illuminated lodge directory in the lobby

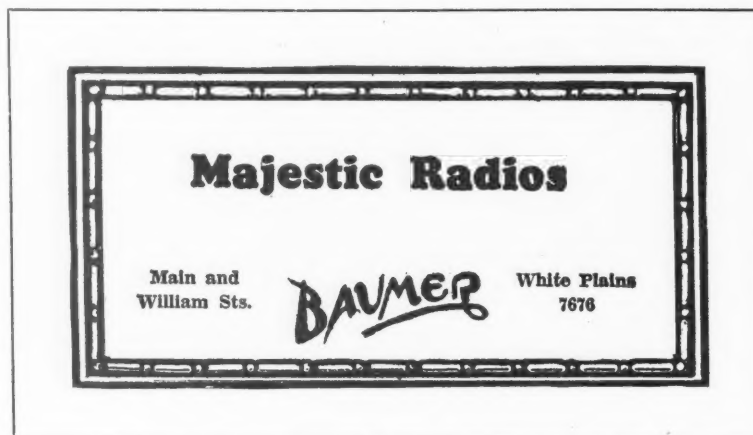


Fig. 3

A third class of merchants know that advertising is as much a part of their business as the stock on their shelves. They get discouraged sometimes. They get solicited by

At the Music Store During

**HUDSON'S**  
**47<sup>th</sup> Anniversary**



*Extraordinary Anniversary Feature!  
A Splendid Radio in a Magnificent Highboy Cabinet!  
It's the New Model 40!*

**ATWATER KENT**

*It's ELECTRIC — Requires No Batteries. This Price Includes Set of Standard Tubes and Utah Cone Speaker!*

**\$119<sup>50</sup>**

Your opportunity to buy the fine new Atwater Kent Model 40 . . . in a cabinet of rare beauty . . . at an Anniversary saving that is surprising! The highboy cabinet is of beautifully matched walnut veneer with other fine woods, unusually decorated and richly finished. There is a built-in Utah cone speaker. No batteries are required for this radio—just plug into a light socket for A. C. power!

*No charge for installation; hooked-up  
to your old aerial or temporary aerial*

*The Music Store*  
of the **J. L. HUDSON COMPANY**  
1150 LIBRARY AVENUE  
*Home of Atwater Kent, R. C. A. Radiola, Zenith,  
and Other Famous Radios*

all the phony ad-gags ever invented. But they let nothing sway them from their set plan, and they use the same brain in their advertising that they use in buying goods and managing the business.

By curious coincidence, these are the more successful merchants.

\* \* \* \*

That'll be about all for now.  
There will be more next  
month.

I have been asked to do this series of straight talks on advertising with the idea of starting some of our readers a-thinking. I am, as you may know, an advertising man. I mean, I make my living that way.

As part of my preparation for this writing I have examined three thousand newspaper advertisements of all sorts of electrical products by every type of electrical merchant in every state in the Union. This bunch of ads represents an investment of probably fifty to seventy-five thousand dollars. I greatly doubt whether they are worth altogether more than fifty or seventy-five cents.

Of course, the merchants who published these ads got *some* results—they couldn't help it—but they got only about one-half of one per cent of the results that should have accrued with such an expenditure if they'd really stopped first and thought to themselves, "Wottell's this all about?"

So if there's any merit in my writing it will not be in what I tell you, but in *what you think after I've told it.*

If you *think*, we both win.  
If you don't think, then I win  
alone because I get paid for  
my writing anyway.

*The examples here used of radio advertising were not picked because radio advertising is better or worse than other electrical appliance advertising. These ads were selected as clean cut examples of the types of advertising discussed in Mr. Rae's article.*

**YOUR PURCHASE WILL BE STORED**

# SATURDAY!

## THE BIGGEST SAVINGS IN OUR HISTORY

**Exceptional Bedroom Value!**

12 Pieces      Ironing — Bed — Chest — French Vanity  
Springs — Mattress — Bed Light — 2 Boudoir  
Lamps — Cider Chair — Bench — Chair

Built to last for \$289! Construction and quality that are in exact line with ordinary cost—hereby matched against recent former sources—reproduction of a very beautiful Colonial design!  
**\$145**  
Easy Terms

**ATWATER KENT**

**ELECTRIC A C SET**

Hear It! See It!  
The new ALL-ELECTRIC Atwater Kent—Model 66—Wonderful volume and cleanness! Don't miss the wonderful program! Is this all?  
**\$77**  
EASY TERMS! LONG TUBES!

**THE most sensational reductions to sell all floor samples left from the August Sale! Fall Bride—Homemakers—the opportunity for savings will gladden your heart. All the newest, finest furniture at the lowest prices in years, we are sure! Extra Liberal Terms! Only one day of these big values! Act before it's too late!**

K & S Supply Co.

Fig. 5



# TEN Commandments

Illustrations by  
HERMAN GIESON

*Increase the customer's satisfaction with the newly purchased refrigerator by delivering a tray of frozen dessert and one of ice cubes.*



THE following rules for the successful handling of electric refrigerators are posted over the desk of practically every dealer in the territory of the San Joaquin Light and Power Corporation of California. They were promulgated by H. H. Courtright of the Valley Electrical Supply Company for the use of the dealers co-operating with that company in the selling of refrigerators. It is significant that this district, where

refrigerators are sold exclusively through dealer channels, has exceeded its quota consistently since taking over the line.

## A NEW TEN COMMANDMENTS

1. *Have a Woman in the Store.* Hardware and electrical stores have been losing patronage to specialty and department stores because they lacked a homey, clean, refined appearance, were not attractive. A woman in the store, to dress it up, make it attractive and to wait on women customers, display appliances, especially refrigerators, is a definite asset. She attracts women to the store and women are the buyers of household equipment.

2. *Color in Display.* Liven up the display. Without a touch of color here and there nothing is so cold and vault like as a display of refrigerators. Put something of warm color in the refrigerator, some fruit or preserves, something appetizing. Let the display have a feminine touch about it to make it seem to fit into a home atmosphere.

3. *Cleanliness.* The whole refrigerator idea is one of cleanliness. Make the refrigerator display spotlessly clean and keep it clean.

*A woman in the store is an asset in selling refrigeration.*



# of Refrigerator Selling

*As Practiced by the Dealers of the San Joaquin Valley*

Every machine, inside and out, should radiate whiteness and cleanliness.

4. *Take Advantage of Fairs and Parades.* There is no better time to sell refrigerators than at a fair, when people who have been interested but never quite convinced come in a receptive mood to look over and decide on the model they want. Now is the time to play up electric refrigeration, of all times, because of the novelty appeal. Capitalize on it.

5. *Make Clean Delivery of the Machine.* Always see to it that enough men go out with a refrigerator to carry it in easily, gently and with due respect; that they do not soil it with dirty hands, that it is neatly covered with blankets in the truck, blankets bearing a suitable inscription which give dignity to the new household treasure.

6. *First Impressions.* If the ice trays are scoured out before delivery, filled and frozen, and a frozen dessert prepared in another tray and all delivered by a salesman immediately after a truck delivers the refrigerator, thus providing the family with ice cubes and dessert enough even for the neighbors, the reception of the new refrigerator is guaranteed for life.

7. *Instruction in Correct Use.* Be sure that the housewife is thoroughly instructed in the proper use and care of the new refrigerator. It will save trouble calls and insure satisfaction. Tell her how often it should be defrosted, that it should be cleaned once in a while with water and soda, that meats and salads should be placed in covered dishes to prevent drying out. Instruct in refrigeration recipes, desserts, etc.

8. *Follow Up the Sale.* Don't consider the deal closed after the refrigerator has been installed. Drop the purchaser a letter thanking her for the order, ask her how she is satisfied with the machine, give a few comments as to

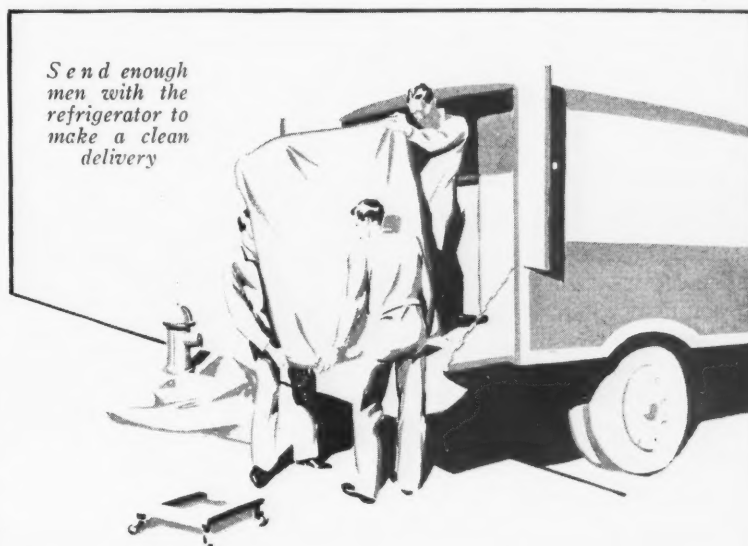


*Persistent and intelligent field work is a necessity.*

servicing and call attention to some new dessert that can be made in it.—“Try this in your new refrigerator.” She will comment to her friends on your thoughtfulness and boost your machine to the skies. A few months later send along a booklet of recipes or further suggestions.

9. *Develop Prospects Among Friends of Purchasers.* Probably no finer prospects for future sales are obtainable than through satisfied customers. Have your salesmen call upon former purchasers and inquire if any of their friends would not be interested. If these friends have seen her refrigerator and heard her enthusiastic comments on it, they will be half sold already.

10. *Get Out in the Field.* The live dealer today realizes that he can no longer just sit and wait for sales to come into his store. Reliable statistics show that of all sales made today in retail selling only 40 per cent are made over the counter. That means that 60 per cent are made outside. In selling refrigerators this is especially true.





# T I M E

By R. J.

*Assistant Vice-President in  
Commercial Investment*

## 1 GET SUBSTANTIAL DOWN PAYMENTS

*Our experience over a period of years indicates that inadequate down payment and loss are frequently found together.*

FROM the standpoint of the finance company it is apparent that the difficulties in electrical retailing are due to two things: First to merchandising and selling practices, and second to credit and collection methods. Time payment selling has sometimes been unjustly offered as a reason for the electrical dealer's troubles. The answer to this is contained in the success of those dealers who are using the time payment method along the lines recommended by an experienced finance company.

The finance company is anxious to promote the dealer's prosperity. Therefore, it is to their mutual interests to recognize frankly the industry's present problems and work together in the effort to eliminate them. Reliable finance companies have been aware of the unusual conditions facing the electrical dealer and have for some time been endeavoring to assist him in overcoming them.

Examples are often the best text. We had a metropolitan dealer not long ago whose time payment prices showed only a 20 per cent mark-up from his wholesale costs. He had no auditor of his own and did not realize how low his margin was until we discovered it and pointed it out to him. This 20 per cent mark-up was, of course, entirely insufficient to cover servicing, salaries, commissions, and overhead to say nothing of profits. This dealer also failed to include a carrying charge to cover financing. As a result of selling on the basis that he did this dealer showed a loss in net worth.

We had another case of where a dealer had been selling the — radio for \$150 on time. This was \$17.50 below the cash list price. His time payment price should have been \$177.50 which other dealers were getting; that is, regular cash price plus \$10 for financing. Evidently he had been engaged in a price war with a competitor and was endeavoring to outsell him. This recalls the ancient

military leader, Pyrrhus, who defeated the Romans in battle but lost all his men in the "victory." These difficulties may seem so very obvious that you may wonder why we mention them. The reason is that we know from experience that it is just such practices that have prevented the dealer from making his legitimate profit.

Take the passing of credit on time payment sales. We have found many cases where dealers made no investigation of the purchaser's standing. They had not obtained the name of the purchaser's employer; they had not ascertained the amount of his other time payment purchases or the names of the trades people who sell him his everyday necessities. "All sales resistance," you may say. In a few cases this may be so, but can the dealer afford to jeopardize his profit by dispensing with this important step? He can use this safeguard without any offence to his customers. Where any objection is raised, some dealers merely reply, "Yes, I know it seems like a lot of information to ask, but we do this at the request of our bankers."

Purchasers' references can be communicated with in a day or so. Requests for such information are common in all lines using the time payment method and the courtesy of a reliable reply is readily granted; there is no need for undue delay or embarrassment.

DOWN payments! You have probably heard a great deal on the subject of down payments; yet as I have mentioned, it is matters of this kind that have caused the most trouble. It is better to pass up a sale than to make it without a down payment as some dealers have done in a race for volume. Your down payment is in a way a measurement of your customers' good faith, of their sincerity. Everyone realizes that it is not always



# PAYMENT *Profits*

## Greil

*Charge of Industrial Sales  
Trust Incorporated*

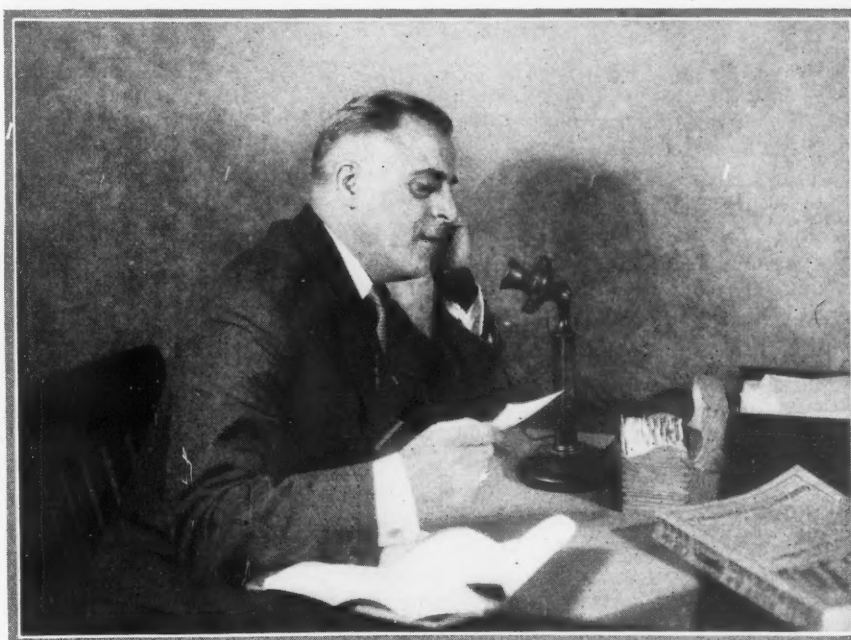
### 2 ALWAYS INVESTIGATE CUSTOMER CREDIT

*This may introduce some  
sales resistance but it is better  
than offending people later  
by repossessing.*



### 3 MAKE COLLECTIONS PROMPTLY AND METHODICALLY

*Poor collection methods are  
certain to breed poor  
accounts. Customers are  
quick to notice careless col-  
lection methods.*



possible to obtain the full 25 per cent or 20 per cent down payment on an appliance. The dealer's own good judgment tells him when to make an exception. It is a fact, however, that over a period of years inadequate down payment and loss have been frequently found together.

Canvassing undoubtedly has a proper place in the dealer's merchandising plan, but as you will agree it has been frequently carried to unprofitable lengths. We have heard of crews who left washing machines in houses not equipped with electricity, stating that they merely wanted to give the housewife an opportunity to look it over in

her own home. Incidentally they had the housewife sign a "receipt" which was actually a conditional sales contract. While this may be an extreme case, it illustrates the high-pressure type of selling that has not done the business any good. Safe and sane selling may not get rid of as many machines, but it gets more net profits in the end.

Speaking of canvassing, you probably know of the losses which some dealers have sustained through paying their salesmen's entire commission on receipt of the down payment. We believe the present trend is to handle salesmen's commissions in a way that protects the dealer and at the same time gives the salesman the financial co-operation which he needs. One dealer of whom we know pays his commissions in three instalments, one-third on receipt of down payment, and the other two-thirds when the first two payments from the purchaser are made. Many dealers are also using a form of commission reserve, especially with newer men, under which sums ranging from \$50 to \$100 are withheld by the house and credited to the men. In any case, the tendency is away from full payment of commission upon receipt of down payment.

The conservative dealer is verifying his sales either by mail or by telephone. It takes very little time to do this when you have a simple office system, and it is very valuable in avoiding loss. Naturally, the matter of collections is one of which the finance company sees a good deal. It may be one of our favorite topics, but you will agree that it is an important one. We have found a number of cases where payments were six months in arrears without strong effort being made to collect the account. Every dealer should have a series of collection letters and use them regularly. Regularity is the essence of the whole thing. Letters and personal calls which show the purchaser that you are systematic and businesslike will get payments, whereas, if your collection efforts are weak or haphazard, it is only natural for the purchaser to be indifferent. When you are convinced that the purchaser is not acting in good faith, there is just one thing to do—repossess, and repossess before your investment depreciates to the vanishing point.

**N**ATURALLY, repossession is only a last resort to protect the dealer's investment. Before taking such action, it pays to make every effort to reach a satisfactory adjustment of whatever the difficulty may be. If the family income has been impaired, rewriting the contract into smaller payments will often protect the dealer's profit and his good will. Demonstrating the proper method of operation has frequently turned a disgruntled customer into a satisfied one. A reasonable amount of servicing is worth while and enhances the dealer's good will as almost nothing else can. Sometimes, dealers tell us, just a little old-fashioned salesmanship is all that is necessary to put purchasers in the proper frame of mind

and to induce them to resume payments satisfactorily.

It is common knowledge that the race for volume is responsible for as much of the electrical dealer's trouble as any other cause. Take a dealer with a capital of \$10,000, doing a volume of say \$30,000, and making a net profit of 16 $\frac{2}{3}$  per cent, or \$5,000. He starts out on a big drive to increase his volume—to double it. Instead of his profit being 16 $\frac{2}{3}$  per cent, it is more likely to be 6 or 8 per cent, because he will have to put on additional office help, perhaps increase his rent, put on outside collectors, additional trucks, etc. Even these costs are not as serious as the increased credit risk. A loss of 10 per cent in outstanding accounts under the larger volume means \$6,000, or 60 per cent of the dealer's capital. And the chances are that in driving up his volume the less desirable type of purchasers are being sold. No pro-

gressive man connected with the industry has any idea of opposing increased volume. Far from it. Let us, however, get this increased volume in a sound manner. When there is still a large untapped market of possible users who would make satisfactory time payment buyers, are we justified in incurring the risk and worry that come with over-expansion?

Sometimes overhead can be wisely reduced without affecting volume. I heard of a dealer who moved from his expensive location in the heart of a metropolitan city to smaller space nearer the residential district, cutting his rent down to a fraction. The new space is sufficient for display, and the balance

of his stock is warehoused instead of occupying costly floor space in the heart of town. Because of his canvassing work he felt that a prominent location was not essential. Irrespective of his location, he felt that as long as he has an attractive show room it is not necessary to store machines on his floor.

This brings to mind the differences in store display which one sees in traveling about. A shop that I have in mind uses its windows constantly for live displays. The washing machines are in *action*; it is not uncommon to see an attractive young lady in the window demonstrating a cleaner. These displays are carefully timed to the season. Within, the store is well lighted and decorated; good linoleum and a strip of bright carpet are on the floor; there are comfortable wicker chairs and a table provided for customers. The whole atmosphere is an inviting one. This type of store is not as dependent upon outside canvassing and consequently does a very satisfactory business. I believe you will see more of this in the future.

Direct-by-mail advertising is another sales promotion help we can study very profitably. Retail merchants are beginning to build up good local mailing lists; they are learning the importance of using these lists regularly in co-operation with the manufacturers. Gradually, the importance of this sales weapon is being realized, and I believe the electrical dealers have here an opportunity if they will go about it in a systematic manner.

### *These Will Also Help Profits—*

**Q** *Verify sales by mail or by telephone if these are made and reported by outside salesmen.*

**Q** *Don't pay salesmen full commission for a cash sale if only a down-payment is in the cash register.*

**Q** *If a family's income has been impaired and the account is in danger maybe the contract can be rewritten with smaller payments.*









# *Electrical Gifts*

*Photo by  
Armstrong Roberts*

*—like good friends—*

## *Wear Well*

# OVER

**OVER 860,000  
EUREKA HOME  
DEMONSTRATIONS  
IN 1927 . . . . .**



Every Eureka "High-Vacuum" demonstration sells the Eureka method of cleaning, partially if not wholly, at the time of the call. As the result of 860,000 home demonstrations in 1927, Prize Eureka dealers already have sold thousands of Grand Prize Eureka — and will sell many thousands more.



# 10 MILLION

## PERSONAL HOME INTERVIEWS IN 1927 BY REPRESENTATIVES IN THE EMPLOY OF THE EUREKA VACUUM CLEANER COMPANY

Every year, tens of thousands of men and women place their orders for vacuum cleaners with Eureka dealers. These buyers come with their minds made up—they already know Eureka—they are convinced of its superiority over other electric cleaners.

Many things are responsible for this great and growing volume of business obtained by Eureka dealers without resale assistance from the manufacturer. But by far the most important factor is the tremendous number of daily interviews and demonstrations constantly maintained in the homes of America by representatives in the direct employ of the Eureka Vacuum Cleaner Company.

### **There Is No Substitute for Personal Contact**

In 1927 alone—the latest period for which complete figures are available—these factory-employed representatives personally interviewed a stupendous total of more than 10,000,000 prospective buyers in their homes.

Other manufacturers may, or may not, advertise nationally. They may supply dealers with printed literature and newspaper advertisements. Eureka, of course,

provides all these and many other selling helps. But no other maker of vacuum cleaners offers anything that approaches in sales influence Eureka's great national program of education through personal contact.

### **An Even Greater Year of Sales Help Ahead**

It is certain that for the complete year of 1928 a greater total of home interviews and demonstrations will be recorded—and that 1929 will see the country even more completely blanketed by the Eureka sales organization.

This can mean only one thing—that the Eureka dealer franchise will be more valuable during the coming year than ever before. These millions of calls and hundreds of thousands of demonstrations do not produce their full results immediately—but sooner or later they are sure to bring a substantial volume of business to dealers who follow up and take full advantage of this tremendous educational work.

If you, too, wish to profit from the swelling tide of Eureka popularity, write or wire the factory for further information regarding the opportunity in your territory.

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

*Largest Manufacturers of Vacuum Cleaners in the World*

Canadian Factory, Kitchener, Ontario. Foreign Branches: 8 Fisher Street, London, W. C. 1, England; 58-60 Margaret Street, Sydney, Australia

*Grand Prize* **EUREKA** *Gets More Dirt*  
VACUUM CLEANER

(498)

# We'll *Get It* For You *Madame*—



*Electrical Merchandising's appliance index, which begins on the opposite page, gives retail list prices only. It can be safely placed in the hands of the customer who wants an appliance that is not carried in stock.*

*Do You Make  
THIS USE  
of the  
Appliance Index?*







# Electrical Merchandising's *Appliance Index* 1928-29

**A** *HANDY reference guide to household electrical appliances—arranged alphabetically—gives manufacturer's address — specifications — prices — shipping weights.*

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## Accessories

Trade Name, Device and Model	Description	Retail Price
<b>Ajax Electrical Specialty Co., 1926 Chestnut St., St. Louis, Mo.</b>		
<i>Ajax</i>		
33, Triple Socket Plug.....	Composition.....	\$0.75
22, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.50
2-41, Double Socket Plug.....	Composition.....	.25
15, Double Socket Plug.....	Composition, Pin Type Plug.....	.25
24, Heater Plug.....	Composition.....	.15
B, Cord Set.....	6 ft. Cord, 2 Piece Plug and Appl. Plug.....	.55
A, Cord Set.....	6 ft. cord, 2 piece plug and Switch Appl. Plug.....	.80
42, Heater Plug.....	Composition, with Switch.....	.40
71, 3-Way Cube-Tap.....	Brown Composition.....	.15
<b>American Electrical Heater Co., 6125 Woodward Ave., Detroit, Mich.</b>		
<i>American Beauty</i>		
830, Cord Set.....	6 ft. Cord, 2-piece Plug and Appliance Plug.....	1.35
817, Cord Set.....	6 ft. Cord, 2-piece Plug and Appliance Plug for Toasters, Stoves.....	1.35
820, Cord Set for 3-Heat Appliance.....	6 ft. Cord, 2-piece Plug and Appliance Plug.....	2.25
810, Cord Set.....	Composition for Pressing Irons.....	2.00
<b>Anylite Electric Co., 1418 Wall St., Ft. Wayne, Ind.</b>		
<i>Anylite</i>		
Twin Plug, Double Socket Plug.....	Composition.....	.45
T-P 2, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.65
T-P 3, Current Tap.....	Composition, 2 Taps.....	.50
R-P 1, 2-Way Adapter.....	Composition.....	
Portable Switch.....	Plug and Socket Connection.....	
<b>Arrow Electric Co., Hartford, Conn.</b>		
<i>Arrow</i>		
540, Cord Switch.....	Composition, Feed Thru.....	.50
6682, Cord Switch.....	Nickel, Feed Thru.....	.50
6510, Appliance Plug.....	Composition, Toggle Switch.....	1.00
8208, Current Tap.....	Porcelain, Single Tap.....	.50
8308, Current Tap.....	Composition, Single Tap.....	.50
8211, Current Tap.....	Porcelain, Double Tap.....	.60
8311, Current Tap.....	Composition, Double Tap.....	.60
29000, Pendant Switch, Current Tap.....	Composition, Single.....	.75
99, Table Tap.....	Double, with Cord and 2-piece Plug.....	2.50
8236, Adapter Socket.....	Pull Chain with Single Tap.....	1.00
<b>Beardsley-Walcott Mfg. Co., Waterbury, Conn.</b>		
<i>Beardsley-Walcott</i>		
B-050, Safety Cord Set, A.C. only..	6 ft. Cord, 2-Piece Plug and No. 503 Appl. Plug.....	2.50
B-070, Heat Control Cord Set, A.C. Only.....	6 ft. Cord, 2-Piece Plug and No. 505 Appl. Plug.....	2.50
B-060, Safety Plug, A.C. only.....	Composition, Thermostat Switch.....	2.00
B080, Heat Control Plug, A.C. only	Bakelite, Variable Heat Thermostat Switch.....	2.00
<i>Torrid</i>		
B-0100, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
B-0300, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.25
<b>Beaver Machine &amp; Tool Co., Inc., Newark, N. J. See Adv. P. 32-33</b>		
<i>Beaver</i>		
B-4, Triple Socket Plug.....	Composition, 2-Screw, 1-Pin Type Outlets.....	.75
5000, Double Socket Plug.....	Composition, 2-Screw Type Outlets.....	.30
B-6, Current Tap Socket Plug.....	Composition, 2 Taps and one Screw Outlet.....	.40
B-60, Current Tap Socket Plug.....	Assortment of Green, Brown and Black Composition, Pin Type.....	.40
LA-1, 2-Way Adapter.....	Brown Beaverite, Pin Type.....	.25
LA-2, 2-Way Adapter.....	Composition.....	.50
PT-1, Pendant Switch, Current Tap.....	Composition, Small.....	.50
D-2, Feed Thru Switch.....	Metal Cased.....	.50
D-4, Feed Thru Switch.....	Composition Armored.....	.55
D-3, Feed Thru Switch.....	Composition Armored, Nickel Alloy Contacts.....	.60
F-5, Heater Plug.....	Composition.....	.45
F-6, Heater Plug.....	Composition, Nickel Alloy Contacts.....	.55
F-1, Heater Plug.....	Composition.....	.20
F-4, Heater Plug.....	Composition, Switch.....	.90
F-22, Heater Plug.....	Composition Switch.....	.45
G-1, Heater Plug.....	7 ft. Cord, 2-Piece Plug and Armored Appl. Plug.....	1.40
G-21, Heater Plug.....	7 ft. Cord, 2-Piece Plug and Switch Plug.....	1.85
K-1, Cord Set.....	7 ft. Cord, 2-Piece Plug, Feed Thru Switch and Armored Appl. Plug.....	2.10
K-2, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	.60
K-3, Cord Set.....	Single-sided Contacts.....	.15
K-25, Cord Set.....	Double-sided Contacts.....	.18
F-31, Heater Plug.....	Plug F-32 Armored.....	.25
F-32, Heater Plug.....	Composition.....	.30
F-33, Heater Plug.....	Composition.....	.18
600, Current Tap Socket Plug.....	White Glazed Porcelain.....	.35
LA-3, Cube-Type, 3-Way Tap.....	Economical Type in Black, Brown, White.....	.15
QL-1, Convenience Outlet Tap.....	Assorted Colors.....	.25
QL-2, Convenience Outlet Tap.....	Assorted Colors.....	.25
QL-7, Convenience Outlet Tap.....	Light Switch with Outlet.....	1.00
J-35, Long Handle Plug.....	Light Switch with Outlet and 4 ft. No. 16 cord.....	1.50
J-36, Short Handle Plug.....	Colored Bakelite.....	.35
PT-1, Pendant Tap.....	Colored Bakelite.....	.50
PT-2, Pendant Tap.....	Colored Bakelite.....	.40
B-15, Double-duty Socket.....	Bakelite, 2 Pin and 1 Edison Base Socket.....	.40
B-8, Triple-duty Socket.....		
B-7, Double-duty Socket (Unsymmetrical).....		
B-9, Triple-duty Socket.....		

## Appliance

Trade Name, Device and Model	Description	Retail Price
<b>Beaver Machine &amp; Tool Co., Continued</b>		
LA-4, Triple Cube Tap.....	Bakelite, 3 Pin Type Outlets.....	\$0.20
J-33, Handle Cap Attachment Plug.....	Bakelite.....	.25
Q-3, Cord Extender.....	Cube Type.....	.25
Q-20, Cord Connector.....	Miniature Round Type.....	.25
Q-21, Cord Connector.....	Miniature Flat Blades.....	.35
Q-45, Cord Connector.....	Standard Size.....	.40
<b>Belden Manufacturing Co., 2300 S. Western Ave., Chicago, Ill. See Adv. P. 169</b>		
<i>Belden</i>		
Floor Cord.....	Flat Rubber for Under-Rug Extensions, Outlets at Both Ends, 4 Foot Lamp Cord at One End, Soft Rubber Plug.....	For 15 ft. Rug, 3.00 For 12 ft. Rug, 2.75 For 9 ft. Rug, 2.50 For 6 ft. Rug, 2.25
Cordlite.....	Rubber Insulated Extension Cord, Safety Handle, Soft Rubber Plug.....	25 ft. 6.50 50 ft. 9.50
Jr. Cordlite.....	20 ft. Extension, Soft Rubber Safety Handle, Soft Rubber Plug.....	2.75
Appliance Extension Cord.....	10 ft. Lamp Cord, Soft Rubber Plug, Bakelite Floor Type Outlet.....	1.00
Tuffer Replacement Cord.....	Rubber Insulated Cord for Replacement Use, With Soft Rubber Plug.....	10 ft. 1.20 25 ft. 2.70 50 ft. 5.20
<b>Benjamin Electric Mfg. Co., 120 S. Sangamon St., Chicago, Ill.</b>		
<i>Benjamin</i>		
1083, Current Tap.....	Composition and Metal, 2 Pin and 1-Screw Outlets.....	.65
1080, Current Tap.....	Brass Shell, 1 Tap.....	.60
122, Double Socket Plug.....	Composition and Brass.....	.50
77, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.60
1042, 2-Socket Adapter.....	Brass Shell.....	.25
808, 2-Way Adapter.....	Composition.....	.35
292, Double Socket Plug.....	Brass and Porcelain, Pull Chain Switch on One Socket.....	1.00
92, Double Socket Plug.....	Brass and Porcelain.....	.35
93, Triple Socket Plug.....	Brass and Porcelain.....	.60
<b>Bersted Mfg. Co., 5201 W. 65th St., Chicago, Ill.</b>		
<i>Bersted</i>		
105, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
101, Appliance Plug.....	Composition.....	.25
106, Handle Cord Set.....	6-ft. Cord, Appliance Plug.....	1.25
107, Cord Set.....	6-ft. Cord, Switch Plug.....	1.25
<b>Bryant Electric Co., Bridgeport, Conn. See Adv. P. 172</b>		
<i>Bryant</i>		
K H, Duplex Adapter.....	Composition.....	.70
101, Current Tap.....	Porcelain, 1-Tap (Multiple).....	.50
102.....	Porcelain, 1-Tap (series).....	.50
131, Current Tap.....	Composition, 1-Tap.....	.50
29081, Pendant Sw., Current Tap.....	Composition.....	.75
668, "Templus" Interswitch Plug.....	Composition (Indicating Switch).....	1.00
<i>Hemco</i>		
200, Double Socket Plug.....	Composition.....	.60
202, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.60
203, Triple Socket Plug.....	Composition.....	1.00
204, Current Tap.....	Composition, 2 Taps.....	.90
205, 2-Way Adapter.....	Composition, Screw Type Outlets.....	.60
206, 2-Way Adapter.....	Composition.....	.50
207, 3-Way Adapter.....	Composition.....	.60
Cord Set.....	6 ft. Cord, 2 Piece Plug and Appl. Plug.....	1.50
Heater plug.....	Composition.....	.45
<b>Case Electric Corp., Marion Electric Div., Marion, Ind.</b>		
<i>Case</i>		
121, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appliance Plug.....	1.25
108, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	1.00
<b>Central Flatiron Mfg. Co., Johnson City, N. Y.</b>		
<i>Betsy Ross</i>		
121, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.15
120, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	.80
<b>Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.</b>		
<i>Foursome</i>		
Table Tap.....	4 Outlets, Cord and Plug.....	2.50
8036, Cord Set.....	With On-Off Switch.....	1.25
8038, Cord Set.....	With On-Off Switch.....	1.75
8037, Appliance Plug.....	With On-Off Switch.....	.75
8039, Appliance Plug.....	With On-Off Switch.....	1.00
<b>Connecticut Electric Mfg. Co., Bridgeport, Conn.</b>		
<i>Connecticut</i>		
998, Triple Socket Plug.....	Brown Bakelite.....	1.00
999, Double Socket Plug.....	Brown Bakelite.....	.60
No. 997, Double Socket Plug, V Type.....	Brown Bakelite.....	.60
No. 1074, Current Tap.....	Brown Bakelite.....	.60
No. 1080, Cube Tap.....	Brown Bakelite.....	.40
<b>Cutler-Hammer Mfg. Co., Milwaukee, Wis.</b>		
<i>C-H</i>		
7050, Feed Thru Switch.....	Bakelite.....	.50
7040, Feed Thru Switch.....	Brass Shell, Nickeled.....	.50
7044, Feed Thru Switch.....	Brass Shell, Nickeled, 3-Heat.....	1.00
7051, Appliance Plug.....	Composition Switch.....	.80
7053, Pendant Switch, Current Tap.....	Composition.....	.75



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Trade Name, Device and Model	Description	Retail Price
<b>Dover Mfg Co., Dover, Ohio</b>		
<i>Flexolife</i>		
1, Cord Set.....	6-ft. Silk Cord in Colors with Heater Plug.....	\$0.75
170, Cord Set.....	6-ft. Silk Cord in Colors, with Switch Plug.....	1.00
2, Cord Set.....	6-ft. Cotton Cord in Colors, with Heater Plug.....	.50
270, Cord Set.....	6-ft. Cotton Cord in Colors, with Switch Plug.....	.75
<i>Lady Dover</i>		
8, Cord Set.....	6-ft. Cotton and Silk Cord, with Heater Plug.....	1.00
870, Cord Set.....	6-ft. Cotton and Silk Cord, with Switch Plug.....	1.25
<b>Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, N. Y.</b>		
<i>Eagle</i>		
100, Appliance Plug.....	Composition.....	.15
115, Appliance Plug.....	Composition, Toggle Switch.....	.36
104, Appliance Plug.....	Composition, Armored.....	.20
118, Appliance Plug.....	3-Heat Switch.....	1.50
114, Cord Set.....	6-ft. Cord, Rubber Plug.....	.80
119, Cord Set.....	3-Heat Switch, 6-ft. Cord, Composition Plug.....	2.50
101, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	.50
123, Cord Set.....	6 ft. Cord, 2-Piece Plug and Toggle Switch, Appl. Plug.....	.85
415-A, Heater Unit.....	Cone Shape, Screw Base.....	.60
415, Heater Unit.....	Cylindrical, Screw Base.....	.60
444, Cigar Lighter Unit.....	Screw Base.....	.50
<b>Edison Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.</b>		
<i>Hotpoint</i>		
17CD69, Cord Set.....	6 ft. Cord, 2-Piece Plug and Hinged Appl. Plug.....	1.50
18CD88, Cord Set.....	6 ft. Cord, 2-Piece Plug and Toggle Switch, Appl. Plug.....	2.40
18CD76, Cord Set.....	6 ft. Cord, 2-Piece Plug and Small Appl. Plug.....	1.50
<b>Ester Electric Mfg. Co., Marion, Ind.</b>		
<i>Ester</i>		
Twin Plug.....	Metal Cover.....	.25
Twin Plug, "T" Type.....	Fibre Cover.....	10
<b>General Electric Co., Bridgeport, Conn.</b>		
GE 1835, Triple Tap.....	Triple Outlet, Detachable Cord and Plug.....	
GE 2594, Cord Set.....	6 ft. Plug with Universal Contacts, 2 Piece Plug and Armored Plug.....	
GE 2602, Heater Plug.....	Armored, With Universal Contacts.....	
GE 2725, Cord Set.....	6 ft. Asbestos Heater Cord, Attachment Plug, Heater Plug With Switch.....	
GE 2634, Cord Set.....	6 ft. Asbestos Heater Cord, Attachment Plug, Heater Plug.....	
GE 2633, Heater Plug.....	Brown Compound With Universal Contacts.....	
GE 2642, Heater Plug.....	Brown Compound With Tumbler Switch and Universal Contacts.....	
GE 2641, Junior Triple Tap.....	Brown Compound.....	
GE 2643, Twin Tap.....	Brown Compound.....	
GE 2637, Twin Lampholder Plug.....	Brown Compound.....	
GE 2639, Angle Twin Lampholder Plug.....	Brown Compound.....	
GE 2640, Single Lampholder Plug.....	With Side Current Taps, Brown Compound.....	
GE 2639, Twin Lampholder Plug.....	With Side Current Taps, Brown Compound.....	
GE 709, Single Lampholder Plug.....	With Side Current Tap, Porcelain.....	
<b>A. C. Gilbert Co., New Haven, Conn.</b>		
<i>Polar Cub</i>		
Heater Unit.....	Cylindrical Screw Base.....	.50
<b>Harvey Hubbell, Inc., Bridgeport, Conn. See Adv. P. 25</b>		
<i>Hubbell</i>		
6900, Table Tap.....	Triple Outlet, Detachable Cord and Plug.....	3.00
3190, Current Tap.....	Brass Shell, 1-Tap, Pull Chain Socket for Light.....	1.00
7035, 2-Way Adapter.....	Composition.....	.50
6290, 3-Way Adapter.....	Composition.....	.85
6287, 2-Way Adapter.....	Composition, Screw Base.....	.70
6710, Current Tap.....	Composition, 2 Taps.....	.86
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>		
<i>Universal</i>		
4A, Cord Set.....	6 ft. Green Silk.....	1.25
18B, Cord Set.....	6 ft. Scarlet and Black Cotton.....	1.00
<b>Liberty Gauge &amp; Instrument Co., Cleveland, O.</b>		
<i>Liberty</i>		
936, Cord Set.....	6 ft. Cord, 2-Piece Plug, Appl. Plug.....	1.00
938, Cord Set.....	8 ft. Cord, 2-Piece Plug, Appl. Plug.....	1.15
932, Heater Plug.....	Composition.....	.35
1151, Heater Element.....	Screw Socket Type.....	.75
<b>Lucas Electric Laboratories, Inc., Marengo, Ill.</b>		
<i>Lucas</i>		
Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Switch.....	.55
Cord Set.....	With Switch.....	.55
Appliance Plug.....	Composition.....	.50
<b>Magnus-Reel Electric Products Corp., 53 W. 14th St., New York, N. Y.</b>		
<i>Magnus</i>		
700, Appliance Plug.....	Composition, Toggle Switch.....	.75
10, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	.75

# Accessories—Continued

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
<b>Magnus-Reel Electric Products Corp., Continued</b>		
707, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	\$1.00
43, Table Tap.....	Composition, Triple Outlet Cord and Plug.....	1.75
<b>Metropolitan Mfg. &amp; Electric Co., 1163 Sedgwick St., Chicago, Ill.</b>		
<i>Metro</i>		
80, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.65
85, Appliance Plug.....	Switch in Plug, Composition.....	.50
87, Appliance Plug.....	Composition.....	.15
<b>Miller Company, Meriden, Conn.</b>		
<i>Miller</i>		
Twinlet, Table Tap.....	Double with Cord and 2-Piece Plug.....	3 00
31, Triple Current Tap.....	Composition, 2-Pin and 1-Screw Type Outlets.....	Per 100 14.50
63, Extension Cord Connector.....	Composition.....	7.00
66, Triple Cube Tap.....	Composition, 3-Pin Type Outlets.....	7.20
67, Cord Set with Triple Tap.....	6-Ft. Silk Cord.....	32.00
68, Heater Connector Plug.....	Composition.....	7.50
69, Cord Set.....	6 ft. Cord with Heater Plug.....	30.00
200, Pendant Tap.....	Composition, Light Switch and 3 Outlets.....	25.00
301, Double Tap.....	Composition, 2-Screw Type Outlets.....	13.50
304, Four-Way Tap.....	Composition, 2-Screw and 2-Pin Type Outlets.....	20.00
403, Cord Set.....	6 ft. Cord with Switch Plug.....	39.50
412, Heater Switch Plug.....	Composition, with Toggle Switch.....	19.00
414, Cord Set.....	6 ft. Cord with Extension Cap, and 412 Switch Plug.....	40.00
630, Cord Set.....	6 ft. Silk Cord with 701 Extension Cap, and 63 Cord Connector.....	30.40
640, Multiple Extension Connector.....	Composition, with 2-Pin Type Outlets.....	8.25
641, Multiple Extension Tap and Connector.....	Composition, with 3-Pin Type Outlets.....	8.50
642, Cord Set.....	6 ft. Silk Cord with 701 Extension Cap and 640 Multiple Extension Connector.....	32.10
660, Double Plug.....	Composition, with 2-Pin Type Outlets.....	7.25
681, Armored Heater Plug.....	Composition, and Metal.....	10.00
682, Cord Set.....	6 ft. Cord with 681 Armored Heater Plug.....	35.0
<b>National Stamping &amp; Electric Works</b>		
<i>White Cross</i>		
Cord Set.....	6 ft. Cord, 2-Piece Plug, Feed Thru Switch and Appl. Plug.....	1.75
Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.60
Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	1.00
Appliance Plug.....	Composition.....	.50
Appliance Plug.....	Composition Switch.....	.90
<b>Ren Manufacturing Co., 216 Main St., Winchester, Mass.</b>		
<i>Ren-Lock</i>		
Incandescent Lamp Lock.....	Prevents Theft, Standard Lamps and Sockets, per 100.....	15.00
<b>Reynolds Spring Co., Jackson, Mich.</b>		
<i>Reynolite</i>		
220, Double Socket Plug.....	Bakelite, Straight Pin or Screw Plug.....	.50
240, Double Socket Plug.....	Bakelite, Pin or Screw Plug.....	.60
340, Triple Socket Plug.....	Bakelite, Pin or Screw Plug.....	1.00
360, Current Tap.....	Bakelite, Pin or Screw Type Plug, 2 Taps.....	.90
380, 3-Way Adapter.....	Bakelite, Pin or Screw Type Plug.....	.60
110, Feed Thru Switch.....	Bakelite.....	.50
500, Appliance Plug.....	Bakelite.....	.45
510, Appliance Plug.....	Bakelite, Toggle Switch.....	.75
610, Cord Set.....	6 ft. Cord, 2-Piece Plug and Sw. Appl. Plug.....	1.50
600, Cord Set.....	6 ft. Cord, 2-Piece Plug, Switch Appl. Plug.....	1.25
175, Pendant Switch.....	Bakelite.....	.60
<b>Rite-Hete Appliance, Inc., 1200-14th Ave. S.E., Minneapolis, Minn.</b>		
<i>Rite-Hete</i>		
Automatic Iron Stand.....	Weight of Iron Turns Current Off.....	2.75
<b>Robeson Rochester Corp., Rochester, N. Y.</b>		
<i>Royal Rochester</i>		
E-49, Appliance Plug.....	Composition, Push Thru Switch.....	1.00
E-48, Cord Switch.....	Composition, Feed Thru.....	.75
E-50, Cord Set.....	7 ft. Black Cord, 2-Piece Plug and Appl. Plug.....	2.10
<b>Rodale Mfg. Co., 200 Hudson St., New York, N. Y.</b>		
<i>Rodale</i>		
T-69, Double Socket Plug.....	Composition.....	
T-70, Double Socket Plug.....	Composition, Pin Type Plug.....	
T-65, 3-Way Adapter.....	Composition.....	
P-23, Appliance Plug.....	Composition.....	
<i>Fitsall</i>		
P-21, Appliance Plug.....	Composition.....	
<i>Rodale</i>		
P-25, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	
E-77, Heater Unit.....	Cone Shape, Screw Base.....	
E-74, Heater Unit.....	Cylindrical Screw Base.....	
<b>Rogers Electric Laboratories Co., Cleveland, O.</b>		
<i>Rogers</i>		
505, Cord Set.....	2-Piece Plug, Switch Plug.....	1.25
506, Cord Set.....	2-Piece Plug, Appliance Plug.....	.85
507, Appliance Plug.....	Composition, Switch.....	.65
508, Appliance Plug.....	Composition.....	.30

## Accessories—Continued

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
<b>Safeguard Electric Appliance Co.,</b> 1015 Chestnut St., Philadelphia, Pa.		
<i>Safeguard</i> A, Heat Control.....	Automatic, For Irons.....	\$1.75
B, Heat Control.....	Automatic, For Irons With Plug and Cord.....	2.25
<b>Simplex Div., Edison Electric Appliance Co.,</b> 5600 W. Taylor St., Chicago, Ill.		
<i>Simplex</i> 500, Cord Set.....	6 ft. Cord, 2-Piece Plug and Unbreakable Steel Appliance Plug.....	1.50
890, Appliance Plug.....	Unbreakable All Steel.....	1.00
<b>Superior Electric Products Co.,</b> 1300 So. 13th St., St. Louis, Mo.		
<i>Superior</i> S-1, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.70
S-2, Ext. Cord Set.....	10 Ft. Cord, 2 Piece Plug, Wall Socket.....	.80

## Appliance

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
<b>Wattlow Electric Mfg. Co.,</b> 1320 N. 23rd St., St. Louis, Mo.		
<i>Wattlow</i> Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	\$1.00
Appliance Plug.....	Composition.....	.25
Heater Unit.....	Cone Shape, Screw Base.....	1.00
<b>Westinghouse Electric &amp; Mfg. Co.,</b> Mansfield, Ohio		
<i>Westinghouse</i> M 77, Cord Set.....	6½ ft. Cord, 2-Piece Plug and Appliance Plug.....	1.00
<b>White Beauty Electric Co.,</b> 4416 N. Western Ave., Chicago, Ill.		
<i>Standard</i> 205, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
216, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.75
210, Appliance Plug.....	Composition.....	.50

## Cigar Lighters

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
<b>Beardsley Wolcott Mfg. Co.,</b> Waterbury, Conn.		
<i>Torrid</i> L0110, Metal Separate.....	5"x1", Nickel, Base Green; Button.....	\$3.00
<b>Chicago Electric Manufacturing Company,</b> 2801 South Halsted Street, Chicago, Ill.		
<i>Handy</i> Patrician, T-20, Metal Table Type.....	Base, 3" high; height, 5"; Oxidized Silver; Push.....	3.15
Aristocrat, T-21, Metal Table Type.....	Butler Silver; Push.....	3.15
Hot Top, T-22, Metal Table Type.....	Base, 3¾" high; height, 5"; Antique Verdine; Push.....	1.90
Hot-Top, T-25, Metal Table Type.....	Lacquered Nickel; Push.....	1.90
<b>Connecticut Automotive Specialties Company,</b> Bridgeport, Conn.		
<i>Cascolite</i> 770, Desk-Type, Metal.....	Mahogany or Silver Nickel; Push.....	2.50
<b>Eagle Electric Manufacturing Company,</b> 59 Hall Street, Brooklyn, N. Y.		
<i>Eagle</i> 340, Cigar Lighter, Stand Type.....	Statuary Bronze Finish; Automatic.....	2.80
444 Cigar Lighter Unit.....		.50
<b>Electrahot Mfg. Co.,</b> 525 S. 4th St., Minneapolis, Minn.		
<i>Electrahot</i> D-150, Metal.....	6"x3½"—Green or Mahogany—Push Type.....	3.00
<b>Frankart, Inc.,</b> 225 Fifth Ave., New York City		
<i>Frankart</i> Shriner, Novelty Stand Type.....	5½" high; Jap Bronze; Push.....	5.00
E-1003, Feminine Figurine Mounted on Lighter Base.....	8½" high; Automatic.....	5.00
E-1002, With Ash Tray.....	8½" High; Automatic.....	7.50
Cabby Jed, Metal Stand Type.....	Element in Hat Crown; Push-button Nose.....	5.00
<b>Hance-Parker Co.,</b> Meriden, Conn.		
<i>Smokerlite</i> 20, Table Type.....	6½" High, Bronze or Nickel; Push.....	5.00
	Antique Silver.....	5.25

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
<b>Hance-Parker, Continued</b>		
42, Table Type with Ash Tray.....	5½" Base Bronze, Clips on Ash Tray; Push.....	\$5.00
	Antique Silver.....	5.25
44, Table Type, with Ash Tray and Light.....	14" High Bronze or Nickel; Push.....	10.00
	Antique Silver.....	10.50
43, Table Type, with Pottery Ash Tray.....	5½" Base, Blue, Green or Yellow, Lighter—Butler Silver.....	4.50
46, Table Type.....	Bronze, Nickel or Brush Brass.....	3.00
	Antique Silver.....	3.25
	Butler Silver or Butler Copper.....	3.50
110, Heating Unit, Screw Type.....		.75
50, Table Type with Cigarette Box 2½" High 2¼" Square, Bronze with Satin Copper Decoration.....		
<b>International Souvenir Import Corporation,</b> 225 Fifth Avenue, New York City		
Miniature Telephone Receiver Type With Ashtray.....		
<b>Manning-Bowman &amp; Company,</b> Meriden, Conn.		
<i>Manning-Bowman</i> 3-Leg Stand Type.....		
101 S.....	Oxidized Silver; Push.....	7.00
101/1.....	Antique Iron; Push.....	5.50
101/2.....	Statuary Bronze; Push.....	5.00
<b>Parker Engineering Company,</b> 20 Monroe Street, Meriden, Conn.		
<i>Redlite</i> Metal Stand Type "A".....	Old Silver; Push.....	5.50
	Bronze Statuary; Push.....	5.00
Metal Upright Stand "B".....	Silver; Push.....	3.75
	Nickel or Bronze; Push.....	3.50
"B" Lighter and Ash Receptacle.....	Silver; Push.....	5.00
	Nickel or Bronze; Push.....	4.50
Lighter and Ash Receptacle "C".....	Nickel Silver; Push.....	3.75
<b>Sanitax Electric Co.,</b> 303-4th Ave., N. Y. C.		
<i>Owl and Frog Type</i> Sanitax.....	Copper; Automatic.....	6.50

## Cleaners

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Retail Price	Retail Price with Attachments
<b>Air-Way Elec. Appliance Co.,</b> Toledo, Ohio	Air-Way	General	Stationary, detachable			Seven		\$67.50
<b>Apex Electrical Mfg. Co.,</b> Cleveland, Ohio	Apex—Ball Bearing	General	Stationary	11	Apex	Nine	\$47.50	57.50
	Rotarex—Ball Bearing	General	Revolving, motor driven	12	Apex	Six	38.75	44.75
	Rotarex	General	Stationary, detachable	10	Apex	Four	27.50	32.50
	Apex—Ball Bearing	General	Revolving, motor driven	12	Apex	Nine	64.50	74.50
<b>Birtman Electric Co.,</b> 4140 Fulton Ave. Chicago, Ill.	Bee-Vac—G	General	Stationary, detachable	10	Birco	Six	29.50	34.50
	Bronze Bearing							
	Bee-Vac—Junior	Utility	Stationary		Birco	None	19.50	
	Bee-Vac—IL-50	Hand type	Revolving, motor driven		Birco	(Incl. Polisher)	39.75	47.75
<b>Clarke Sanding Machine Co.,</b> Vac-All Div., 3815-25 Cortland St., Chicago, Ill.	Clarke Vac-All	Hand or floor	Removable	4½	General Electric	None	49.00	
	Clarke Vac-All	Hand or floor	Removable	2½	Westinghouse	None	26.50	
<b>Clements Mfg. Co.,</b> 601 Fulton St. Chicago, Ill.	Clements—Cadillac	General	Stationary, detachable	11½	Clements, ball bearing	Eight		65.00
	Clements—Jewel	General	Stationary, detachable	11½	Clements	Eight		East of Rockies, 44.75
<b>Day-Fan Electric Co.,</b> Dayton, Ohio	Day-fan	Hand type	Straight air	3	Day-Fan	None	18.75	

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Retail Price	Retail Price with Attachments
<b>Edison Electric Appliance Co.</b> 5600 W. Taylor St. Chicago, Ill.	Hotpoint—112-V-7	General	Stationary, detachable	15½ Shipping	General Electric	Eight	\$49.50	\$59.50
<b>Electare Company</b> 4750 Sheridan Rd. Chicago, Ill.	Electare Electare	General Hand type	Straight air Stationary			None None	19.00	
<b>Elec. Vacuum Cleaner Co.</b> , 1734 Ivanhoe Rd. Cleveland, Ohio	*Premier Duplex	General	Revolving, motor driven	13.5	Premier	Six, also floor polisher and dryer heater	60.00	70.00*
	*Floor polisher \$10 additional. Dryer-heater \$8 additional.							
	*Premier Junior	General	Revolving, motor driven	7	Premier	Five, with polisher	40.00	*40.00
	*Premier Pic-up	Hand	Revolving, motor driven	4	Premier	Extension handle	20.00	22.00
<b>Electrolux, Inc.</b> 250 Park Ave. New York, N. Y.	Electrolux	General	Straight air	21	Electrolux	Five (metal cylinder self-contained dust-bag)	62.00	77.00
<b>Eureka Vacuum Cleaner Co.</b> Detroit, Mich.	Eureka—11 <i>See Adv. P. 70-71</i>	General	Stationary, detachable	14½	Eureka	Seven		56.50
<b>Federal Electric Co.</b> 8700 S. State St. Chicago, Ill.	Fedelco Fedelco, ball bearing Federal Moto-Brush Model—28	General General General	Stationary, detachable Stationary, detachable Revolving, motor driven	10½ 10½ 15½	Universal Universal Universal	Five Five Eight	29.50 34.75 39.50	
<b>Galvin Electric Mfg. Co.</b> 3314 So. Broadway St. Louis, Mo.	Galvin Midget	Hand type	Stationary, detachable	4	Universal	1-brush	19.50	
<b>P. A. Geier Co.</b> Cleveland, Ohio <i>See Adv. P. 34</i>	Royal—L Super-Royal—M Royal Standard—J Regal—N	General General General General	Stationary, detachable Stationary, detachable Stationary, detachable Floating	12 13½ 11 10½	Domestic Domestic Domestic Domestic	Seven Eight Seven Six	49.50 62.50 42.50 34.50	58.50 72.50 51.00 39.50
<b>General Electric Co.</b> Bridgeport, Conn.	G. E.—69 G. E.—75	General General	Stationary, detachable Stationary, detachable	12½ 7½	G. E. General Electric	Two Sets		35.00 24.50
<b>Gilbert, A. C., Co.</b> New Haven, Conn.	Polar Cub	Hand type	Straight air	2½		None	6.95	
<b>Graybar Electric Co.</b> Lexington Ave. & 43d St., New York, N. Y. <i>See Insert P. 17-18</i>	Graybar—20 Graybar—30	General Hand	Revolving, motor driven Stationary, detachable	14 4		Two sets, 5-6-pc. 6.50-10.00 None		60.00 E. Rockies 62.50 W. Rockies 13.50 E. Rockies 14.50 W. Rockies
<b>Hamilton Beach Mfg. Co.</b> , Racine, Wisc.	Hamilton Beach	General	Revolving, beating, motor driven	15	Hamilton Beach	Seven	39.50	45.50
<b>Hoover Company</b> North Canton, Ohio <i>See Adv. P. 52</i>	Hoover—543 Hoover—700 Hoover—972	General General General	Revolving agitator, motor driven Revolving agitator, motor driven Revolving agitator, motor driven	16 17 29.00		*Seven *Seven Seven	59.50 75.00 135.00	72.00 87.50 150.00
	*Motor driven floor polisher \$7.50 extra with No. 543 and 700.							
<b>Hurley Machine Co.</b> Div. Elec. Household Utilities Corp., 22nd St. at 54th Ave. Chicago, Ill.	Thor—80	General		17		Five	39.50	
<b>Johnson Motor Prod. Co.</b> , 1360 W. Randolph St., Chicago, Ill.	Portovac	Hand type	Stationary	5½	G. E.	None Hose and brush	39.50	43.00
<b>Landers, Frary &amp; Clark</b> New Britain, Conn.	Universal Super Vacuum—E-7201 Universal DeLuxe—E-6701 Universal Model 42 E4201 Universal Vacuum Auto Cleaner E115	General General General Hand	Straight air Straight air Straight air Straight air	16* 16* 16* 6	Universal Universal Universal Universal	Six Six Four None	39.50 49.50 29.50 19.50	47.50 59.50 34.50
	* With attachments.							
<b>Metal Specialties Mfg. Co.</b> , 338 N. Kedzie Ave. Chicago, Ill.	Presto, Jr. 4" nozzle	Utility, hand type	Revolving, motor driven	3½	Universal	None	19.75	None
<b>Morrill and Morrill, Importers</b> 30 Church St. New York, N. Y. <i>See Adv. P. 147</i>	Protos	General	Straight air	18	Siemens-Schuckert	Five		69.50
<b>Morrow Co.</b> Waukegan, Ill.	Morrow X-Ray	General General	Straight air Revolving brush	11 9	General Electric or Westinghouse General Electric	Six Complete	62.50	72.50 37.50
<b>National Stamping and Electric Works</b> 3212 W. Lake St. Chicago, Ill.	White Cross	General	Stationary, detachable	19		Seven	45.00	57.00
<b>O. K. Machine Co.</b> Fort Wayne, Ind.	O. K. Vacuum Brush—A O. K. Vacuum Brush—B	Utility, hand type Utility, hand type	Revolving, motor driven or stationary Revolving, motor driven or stationary	3 3½-in. nozzle 4½ 5½-in. nozzle	General Electric Robbins & Meyers			19.75 27.50
<b>Ponsell Floor Machine Co.</b> , 220 W. 19th St. New York City	Ponsell—10	General	Comb	15		Five	52.50	57.50
	*Floor Polisher attachment \$27.00.							
<b>Regina Corporation</b> Rahway, N. J.	Regina Aristocrat Favorite Cass	General General General General	Air only Air only Air only Air only	11½ 11½ 11½ 11½	General Electric Westinghouse Westinghouse-G.E. Westinghouse	* * * *		79.75 32.75 34.50 64.50
	*All models equipped with floor polishing attachment.							



# Cleaners—Continued

# Appliance

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Retail Price	Retail Price with Attachments
<b>Scott &amp; Fetzer Co.</b> W. 114th St. & Locust Ave., Cleveland, O.	S. & F. Sanitation System	General and utility, convertible		10½	Domestic	Fourteen		86.50
<b>Standard Vacuum Cleaner Mfg. Co.</b> 1915 W. 115 St. Cleveland Ohio	Keystone Auto-Valet	General Cleaning autos	Revolving or Stationary, detachable	11 8½	Domestic Domestic	Eight Five and carrying strap		46.00
	E-Z Groom	Grooming horses	Stationary, detachable	9½	Domestic	Eleven and carrying strap		44.50
								75.00
<b>B. F. Sturtevant Co.</b> Hyde Park, Boston, Mass.	Sturtevant, 3-speed	General			Sturtevant	Six		53.00
<b>Torrington Company</b> Torrington, Conn.	Torrington—C	General	Revolving	12	G. E.	Nine	52.25	59.75
<b>United Electric Co.</b> Canton, Ohio <i>See Adv. P. 148-149</i>	Ohio Gem	General General	Revolving Air only	12 10½	General Electric Westinghouse or Domestic	Eight Five	60.00	72.00
	Tuac Sanitator (7 in 1)	General. Also Auto cleaning and spraying	Straight air	7½	None, swivel nozzle adapted for general use			39.50
								77.50
<b>Wise-McClung Corp.</b> New Philadelphia, O.	America Sunshine	General	Revolving Stationary, detachable	11½ 12½	Westinghouse	Eight	39.75	49.75
	Aladdin J.A.	General	Stationary, tilt back	12½	Westinghouse	Eight	47.50	55.50
	Aladdin—A	General	Stationary, detachable	10½	Westinghouse	Six	29.75	34.75
<b>M. S. Wright Co.</b> Worcester, Mass.	Sweeper-Vac	General	Revolving, motor driven	14½	Domestic	Ten	62.50	74.50*

\*With floor polisher and attachments, \$79.50.

## Clocks

Manufacturer's Trade Name, Model Number	Type	Case	Retail Price (*) With Strike	Manufacturer's Trade Name, Model Number	Type	Case	Retail Price (*) With Strike
<b>Sangamo Electric Company, Springfield, Ill.</b> (Electrically Wound Types)				<b>Sangamo Electric Company—Continued</b>			
5110	Tambour-Mantel	9½x21" Mahogany	\$80.00	10701	Round Wall, 10" Dial	Dia. 13½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	\$35.00
5002	Upright-Mantel	12½x9½" Mahogany or walnut	\$85.00				
5009	Upright-Mantel	11½x11½" Mahogany, french gray-panel	\$95.00	12701	Round Wall, 12" Dial	Dia. 16" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	40.00
5008	Tambour-Mantel	9½x21½" Mahogany or walnut	\$95.00	12703	Square Wall, 12" Dial	16x16" Wood case, wood door, mahogany, oak or walnut	40.00
5014	Tambour-Mantel	9½x24½" Mahogany or walnut hand carved	\$115.00	12702	Square Wall, 12" Dial	16x16" Wood case, metal bezel, mahogany, oak or walnut	40.00
5050	Mantel	8½x15½" Gorham solid cast bronze in four finishes	\$125.00	14703	Square Wall, 14" Dial	19x19" Wood case, wood door, mahogany, oak or walnut	50.00
5051	Mantel	7½x17½" Gorham solid cast bronze in four finishes	\$125.00	14702	Square Wall, 14" Dial	19x19" Wood case, metal bezel, mahogany, oak or walnut	50.00
Roxbury	Mantel, Period	18½x11½" Cuban and San Domingo mahogany	\$190.00	5001	Round Wall, 5" Dial	Dia. 8" Aluminum case, white, black (plain or flock), mahogany, olive green, oak or walnut	45.00
Act of Parliament	Wall, Period	31½x14" Black lacquer with gold	\$290.00	8001	Round Wall, 8" Dial	Dia. 11½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	50.00
Act of Parliament	Wall, Period	Mahogany	\$265.00	8100	Round Wall, 8" Dial	Dia. 11½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	50.00
Alhambra	Mantel, Period	16x10½" Mahogany	\$175.00				
Ellsworth	Mantel, Period	13½x8½" Burled walnut inlaid with holly and ebony	\$175.00	12001	Round Wall, 12" Dial	Dia. 16" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	55.00
Sudbury	Grandfather, Floor	90½x20½" Cuban or San Domingo Mahogany	\$400.00	12003	Square Wall, 12" Dial	16x16" Wood case, wood door, mahogany, oak or walnut	55.00
7042	Banjo	42x10½" Mahogany or walnut	\$115.00	12002	Square Wall, 12" Dial	16x16" Wood case, metal bezel, mahogany, oak or walnut	55.00
5724-B	Upright, Mantel	10½x8½" Mahogany	\$35.00	14003	Square Wall, 14" Dial	19x19" Wood case, wood door, mahogany, oak or walnut	65.00
5726-A	Tambour, Mantel	9x19½" Mahogany	25.00	14002	Square Wall, 14" Dial	19x19" Wood case, metal bezel, mahogany, oak or walnut	65.00
5720-B	Tambour, Mantel	9x19½" Mahogany	\$37.50				
5707-B	Upright, Mantel	12½x10½" Mahogany	\$45.00				
4701-A	Boudoir	10½x10½" Spiral 1½" Mahogany or walnut	37.50				
4702-A	Boudoir	8½x8" Mahogany or walnut	37.50				
5705-A	Upright, Mantel	10½x12½" Mahogany	35.00				
5730-B	Upright, Mantel	11½x9" Mahogany	\$37.50				
5732-B	Banjo, ½ Size	28x8½" Mahogany	\$60.00				
12003-C	Square Wall, 12" Dial	16x16" Wood case, wood door, mahogany, oak or walnut, second hand	58.00				
12002-C	Square Wall, 14" Dial	16x16" Wood case, metal bezel, mahogany, oak or walnut, second hand	58.00				
14003-C	Square Wall, 14" Dial	19x19" Wood case, wood door, mahogany, oak or walnut, second hand	68.00				
14002-C	Square Wall, 14" Dial	19x19" Wood case, metal bezel, mahogany, oak or walnut, second hand	68.00				
12001-C	Round Wall, 12" Dial	Dia. 16" Aluminum case, white, black (plain or flock), olive green, mahogany or walnut, with second hand	58.00				
10001-C	Round Wall, 10" Dial	Dia. 13½" Aluminum case, white, black (plain or flock), olive green, mahogany or walnut, with second hand	53.00				
5701	Round Wall, 5" Dial	Dia. 7½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	25.00				
8701	Round Wall, 8" Dial	Dia. 11½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	30.00				
8700	Round Wall, 8" Dial	Dia. 11½" Aluminum case, white, black (plain or flock), olive green, mahogany, oak or walnut	35.00				
				<b>Seth Thomas Clock Company, 19 W. 44th St., New York, N. Y.</b> (Electrically Wound Types)			
				Electric No. 1	Upright, Desk	Mahogany	20.00
				Electric No. 10	Tambour, Mantel	Mahogany	25.00
				Electric No. 20	Upright, Desk	Mahogany	27.50
				Electric No. 21	Tambour, Mantel	Mahogany	35.00
				Electric No. 22	Tambour, Mantel	American Walnut	37.50
				Electric No. 23	Upright, Mantel	Mahogany	50.00
				Electric No. 50	Octagon, Wall	White Enamel	20.00
				Electric No. 51	Octagon, Wall	American Walnut	25.00
				Electric No. 52	Square, Wall	Mahogany or oak	32.50
				<b>Tork Clocks, Inc., 12 E. 41st St., New York, N. Y.</b> (Electrically Wound Types)			
				1508	Wall, 8" Dial	11½" Dia	40.00
				1512	Wall, 12" Dial	17½" Dia	50.00
				1518	Wall, 18" Dial	25½" Dia	75.00
				1608	Flush Wall, 8" Dial	10½" Dia	40.00
				1612	Flush Wall, 12" Dial	14½" Dia	50.00
				1618	Flush Wall, 18" Dial	22½" Dia	75.00

## Index, 1928-29

## Clocks—Continued

Manufacturer's Trade Name, Model Number	Type	Case	Retail Price (*) with Strike
<b>Tork Clocks, Inc.—Continued</b>			
2012.....	Double Face, Hanging 12" Dial.....	15" Dia.....	\$125.00
2018.....	Double Face, Hanging 18" Dial.....	21½" Dia.....	200.00
2124.....	Double Face Street 24" Dial.....	(Mechanically controlled by No. 2106 Interior Clock).....	325.00
2106.....	Wall, 6" Dial.....	(Control for No. 2124).....	115.00

**Warren Telechron Company, Ashland, Mass. See Adv. 2nd Cover**

<i>(Synchronous Motor Types)</i>			
Petite, 323.....	Boudoir.....	6½x5½" Wood, lacquered in ivory, chinese red or apple green.....	22.00
Victoria, 324.....	Table or desk.....	6½x5½" Mahogany, Spanish high-lighted.....	20.00
Duncan, 332.....	Tambour.....	5½x13½" Mahogany, Spanish high-lighted.....	22.00
Beverly, 333.....	Tambour.....	5½x13½" Mahogany, Spanish high-lighted.....	25.00
Cathedral, 355.....	Mantel or Table.....	7½x5½" Bakelite case, walnut finish.....	19.00
Constance, 453.....	Wall, Kitchen or Laundry.....	Moulded, Duco, white, ivory, green, gray.....	17.00
Radio, 455.....	Radio or Table.....	7½x8" Metal, Verde antique finish.....	26.00
Patricia, 523.....	Mantel or Table.....	7½x7½" Wood, lacquered in ivory, chinese red or apple green.....	29.00
Oxford, 524.....	Mantel or Table.....	8½x7½" Mahogany, Spanish high-lighted.....	29.00
Windsor, 525.....	Mantel or Table.....	8½x7½" Mahogany, Spanish high-lighted.....	32.00
Adams, 552.....	Mantel or Table.....	7½x17½" Mahogany, Spanish high-lighted.....	30.00
Belmont, 553.....	Tambour.....	7½x17½" Mahogany, Spanish high-lighted, Panels, Maple burl.....	33.00
Burlington, 555.....	Tambour.....	7½x17½" Mahogany, Spanish high-lighted.....	35.00

Manufacturer's Trade Name, Model Number	Type	Case	Retail Price (*) with Strike
<b>Warren Telechron Co.—Continued</b>			
Virginian, 556.....	Tambour.....	7½x17½" Mahogany, Spanish high-lighted.....	\$38.00
Castleton, 602.....	Mantel or Table.....	11½x9½" Mahogany, Spanish high-lighted.....	38.00
Jefferson, 603.....	Mantel or Table.....	11½x9½" Mahogany, Spanish high-lighted.....	48.00
Magnolia, 662.....	Tambour.....	8½x19½" Mahogany, Spanish high-lighted, Panels, Redwood burl.....	56.00
Pilgrim, 663.....	Tambour.....	8½x19½" Mahogany, Spanish high-lighted.....	50.00
Madison, 691.....	Banjo.....	32½" high, Mahogany, Panels, Colored Glass, Scene; Mt. Vernon.....	65.00
Copley, 101.....	Wall.....	11" square, Oak.....	28.00
Copley, 201.....	Wall.....	16" square, Oak.....	30.00
Copley, 301.....	Wall.....	19" square, Oak.....	34.00
Copley, 401.....	Wall.....	23" square, Oak.....	50.00
Copley, 415.....	Semi-Flush Wall, Round.....	8" dial, metal case, statuary bronze finish.....	26.00
Copley, 416.....	Semi-Flush Wall, Round.....	12" Dial, metal case, statuary bronze finish.....	28.00
Copley, 417.....	Semi-Flush Wall, Round.....	14" Dial, metal case, statuary bronze finish.....	32.00
Copley, 418.....	Semi-Flush Wall, Round.....	18" Dial, metal case, statuary bronze finish.....	46.00
Copley, 420.....	Semi-Flush Wall, Round.....	24" Dial, metal case, statuary bronze finish.....	100.00
Walton, 405.....	Wall, Round.....	8" Dial, metal case, statuary bronze finish.....	26.00
Walton, 406.....	Wall, Round.....	12" Dial, metal case, statuary bronze finish.....	28.00
Walton, 407.....	Wall, Round.....	14" Dial, metal case, statuary bronze finish.....	32.00
Walton, 408.....	Wall, Round.....	18" Dial, metal case, statuary bronze finish.....	46.00
Walton, 410.....	Wall, Round.....	24" Dial, metal case, statuary bronze finish.....	100.00

## Clothes Driers

Manufacturer	Model and Trade Name	Type	Dimensions of Dryer Height Depth Width	Number and Width of Racks	Hanging Capacity Lineal Feet	Type Ventilation	Heating Watts	Retail Price
<b>Bock Laundry Machine Co.</b> Toledo, Ohio	Bock	Centrifugal Extractor	1750 R.P.M. ½ H.P.			None		
<b>Canton Clothes Dryer Co.</b> Canton, Ohio	Canton E-60-C E-120-C E-70-C E-85-C E-80-R E-120-R	Cabinet Cabinet Cabinet Cabinet Draw rack Draw rack	6'6"x26" ¾ 6'7"x26" ¾ 6'x 1'7"x6'5" 6'x 2'1"x6'5" 6'6"x20" ¾ 6'6"x26" ¾	Built-in Built-in Built-in Built-in 2-7" 3-7"	60 120 70 85 2-7" 120	Heat created Heat created Heat created Heat created Heat created Heat created	2½ Kw. 3½ Kw. 2½ Kw. 2½ Kw. 3 Kw. 3½ Kw.	\$150.00 265.00 200.00 215.00 250.00 290.00
<b>Chicago Dryer Co.</b> 2210 N. Crawford Ave. Chicago, Ill.	Chicago-Francis E-29 E-39 E-49 E-59 E-69 609 209 309 409	Draw rack Draw rack Draw rack Draw rack Draw rack Cabinet Cabinet Cabinet Cabinet	7'x 7' ¾ 7'x 7' ¾ 7'x 7' ¾ 7'x 7' ¾ 7'x 7' ¾ 7'x 2'2"x6'8" 6'x20½"x5'2" 6'x20½"x6'8" 6'x26" ¾	2-9" 3-9" 4-9" 5-9" 6-9" Built-in Built-in Built-in Built-in	78 117 156 195 234 For golf clothes 60 85 117	Heat created Heat created Heat created Heat created Heat created Heat created Heat created Heat created	3,000 4,500 6,000 7,500 9,000 6,000 3,000 4,000 5,000	
<b>W. E. Lamneck Co.</b> 416 Dublin Ave. Columbus, Ohio	Electric Lamneck	Cabinet	5'10"x 2' x5'	Movable	60	Heat created	4,000	150.00
<b>Prometheus Electric Corp.</b> 360 W. 13th St. New York, N. Y.	Prometheus	Cabinet & Draw Rack	Built to specifications			Heat created		
<b>Scientific Heater Co.</b> 2100 Superior Viaduct Cleveland, Ohio	Dry-O-Let E-1404-F A-58	Cabinet Cabinet	6'3"x 2'1" x4'10" 6'3"x 2'1" x4'10"	4-Swinging 4-Swinging	72 72	Fan Fan	4,000	260.00 225.00
<b>Williamson Heater Co.</b> Cincinnati, Ohio	Snow White	Cabinet	6'x 2' x5'	Built-in or portable	75	Heat created	7,500	200.00
<b>H. E. Williamson Co.</b> 5811 S. Riverside Drive Los Angeles, Cal.	Domestic	Centrifugal dryer	¾ H.P. Motor		7-sheet capacity 12-sheet	None		75.00
	Domestic	Centrifugal dryer	¼ H.P. Motor					125.00

## Cookers

Manufacturer	Trade Name Model, and Type	Size, In.	Utensils	Heating Unit, Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
<b>Cook Electric Heating Co.</b> 717 Frankfort Ave. Cleveland, Ohio	Cooks—I, Double Boiler	8"		660	None	Aluminum	5	\$12.50

Manufacturer	Trade Name Model and Type	Size, In.	Utensils	Heating Unit, Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
<b>Durham Mfg. Co.</b> Muncie, Ind.	Duplex—D, Fireless	13½x11½ round, 1-well	2 bake pans and rack	1—550 watts	None	Gray enamel	19	\$7.50
	Duplex—A-2, Fireless	32½x14½x15 1 well	3—2 qt., 2 drip pans and rack	1—550 watts, 1—1,100 watts reversible, hotplate cover	Automatic temperature	Gray enamel	70	33.00
	Duplex—B-2, Fireless	32½x30x14½	1—8 qt., 1—4 qt. 3—2 qt., 2 drip pans and rack	2—550 watts; 2—1,100 watt reversible hotplate covers (Chromel A, C)	Automatic temperature	Gray enamel	130	53.00
<b>Edison Electric Appliance Co.</b> 5600 W. Taylor St. Chicago, Ill.	Hotpoint—136-C-9 Fireless	1-well, round	1—5 qt., 3—3½ pt. 1—cake pan, 1—pudding pan 1—pie pan and rack	1—660 watts	3-heat switch	Gray baked enamel	24	27.75
	Hotpoint—136-C-7 Fireless	1-well, round	1—5 qt. (Nichrome, Nichrome IV Chromel A, C)	1—660 watts	3-heat switch	Gray baked enamel	22	22.75
<b>Excel Electric Co.</b> Muncie, Ind.	Excel—A, Fireless	22x13½, round 1-well	1—6 qt., 1—2 qt. 1 piepan and rack	Upper, 250 watts Lower, 410 watts	2-heat plug control	colors	35	17.50
	Excel—B, Fireless	1-well, round	2—2 qt. and rack	1—550 watts	2-heat, plug control	colors	12½ net	7.50
<b>Griswold Mfg. Co.</b> Erie, Pa. Also 2-E with glass door, \$14.95	Griswold—Oven 1-E Solid Door	7½x10½x11"	None (Chromel A, Chromalox)	2—450	2-heat switch	Gray baked enamel	28	14.80
<b>Landers Frary &amp; Clark</b> New Britain, Conn.	Universal—E-9600 Fireless	13½x9, round 1-well	2—2 qt.	1—500	None	Gray enamel	14	10.00
	Universal—E-98941 Casserole Cooker	4½-in. inside oven height, 10½-in. round	2 utensils	1—650	3-heat switch	Nickel	15	18.00
<b>Majestic Electric Appliance Co.</b> 1705 Allegheny Ave. Philadelphia and 590 Folsom St. San Francisco, Calif.	Majestic	22x15½, round 1-well		1—600	Automatic time and temperature	Blue enamel	46	54.50 (Chromalox)
<b>Meece Manufacturing Company, Inc.,</b> Island Park, N. Y.	Meece	Family size	Complete for one roast, three vegetables	300 (lamps)	Switch only	Enamel, aluminum	30	39.00
<b>National Stamping &amp; Electric Works,</b> 3212 W. Lake St. Chicago, Ill.	White Cross—60, Pressure Waterless	12½x12 1 compartment 7-qt. capacity	None	1—550 watts	2-heat switch	Aluminum	5½ net	10.50
<b>Albert Sechrist Mfg. Co.</b> Denver, Col.	Sechrist—10-E Pressure Cooker	9x9	2—2-qt. pans, 1—wire basket, 3 alum. handle supports		None			45.00
	Sechrist—12-E Pressure Cooker	9x11	1—4-qt. pan, 1—2-qt. pan, 1—wire basket, 3 alum. handle supports		None			48.50
<b>Standard Electric Stove Co.</b> 1714 N. 12th St. Toledo, Ohio	Standard—101, Fireless	13x13x20, 1-well	1—5 qt., 1—3 qt.	1—660	Time, \$15 extra	Baked enamel	60	28.00; white porcelain 30.00
	Standard—201, Fireless	13x25x20 2 wells	1—5 qt., 1—3 qt. 1—8 qt.	2—660 each	Time \$15 extra	Baked enamel	105	50.00; white porcelain 55.00
	Standard—302 Fireless Cooker Range	18x27, 1-well Oven 10x12x12	1—5 qt., 1—3 qt.	1—660 cooker 1—660 cooking top 2—660 oven	Time on cooker \$15 extra	Baked enamel	125	65.00; white enamel 71.50
	Standard—301, Fireless Cooker Range, Floor Type	19½x28, 1-well Oven 10x12x12	1—5 qt., 1—3 qt.	1—660 cooker 1—660 cooking top 1—660 high shelf 2—660 oven	Time on cooker \$15 extra	Baked enamel	150	80.00; white enamel 88.00
	Standard—16, Oven	16x11x13	None (Chromel A, Nichrome IV)	2—660 watts	None	Black enamel	95	50.00; white enamel 55.00
<b>Swartzbaugh Mfg. Co.</b> Toledo, Ohio	Everhot—EC-1, Fireless	19x16x30, 1-well	1—4 qt., 3—2 qt. 2 bake pans	1—660 watts	3-heat switch	Gray lacquer	105	39.50; west of Denver 45.00
	Everhot—EC-2, Fireless	19x32x30 2 wells	1—4 qt., 3—2 qt. 2 bake pans 1 double boiler	2—660 watts	3-heat switches	Gray lacquer	175	74.50; west of Denver 79.50
	Everhot—ECK-5, Fireless	17½x19, round 1-well	1—4 qt., 2—14 qt. tongs and rack	1—600 watts	3-heat switch	Gray lacquer	45	29.50; west of Denver 32.50
	Everhot—EC, Jr.-8 Fireless	13½x10, round 1-well	2—2 qt., tongs	1—400 watts	None	Nickel and ebony enamel	16	10.00; west of Denver 11.00
	Everhot—EC, Jr.-10 Fireless	13½x10, round 1-well	2—2 qt., tongs	1—400 watts	Plug, 2-heat	Nickel and ebony enamel	17	12.50; west of Denver 13.50
	Ideal—I. D.-9	13½x10, round 1 well	2-2 qt. tongs	1-400 watts	None	Aluminum bronze finish	16	8.00; west of Denver 9.00
	Ideal—I. D.-11	13½x10, round 1 well	2-2 qt. tongs	1-400 watts	Plug, 2-heat	Aluminum bronze finish	17	10.00; west of Denver 11.00

## Corn Poppers

Trade Name, Model, Size and consumption	Special Features	Retail Price	Trade Name, Model, Size and consumption	Special Features	Retail Price
<b>Bersted Manufacturing Co.,</b> Chicago, Ill., Tip-Top—400.....	Nickel finish, colored	\$5.95	<b>Excel Electric Company,</b> Muncie, Ind. <i>Economy</i> 660 w., ½ gal. Corn in 5 min.....	Blued Steel.....	\$1.50
<b>Cannon Oiler Company,</b> Keithsburg, Ill. <i>Kwikpop</i> 6" high, 8¼" diam., 660 watt....	Replaceable Element, Pistol Blue... Nickel, 2.75	50	<i>Excel</i> 660 w., ½ gal. Corn in 5 min.....	Nickel.....	2.75
<b>Dominion Electrical Mfg. Co.,</b> 712-22 Ontario Ave. W., Minneapolis, Minn. <i>Dominio</i> 75 8¼x10½" overall.....	handles and cords... Nickel plate..... Black Polished Steel....	3.50 3.00	<b>Gobar Products,</b> Anderson, Ind. Pistol Blue finish..... Nickel finish.....		1.50 2.50
			<b>National Stamping &amp; Electric Works,</b> 3212 West Lake Street, Chicago <i>White Cross</i> 990, 10"x7½"; ½ gal. Corn in 5 min.....		2.50



Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
<b>Beardsley &amp; Walcott Mfg. Co., Waterbury, Conn.</b>			
<i>Torrid Set</i>			
C3511—Curling with Comb and Marcel Waver.....	10" 1/4" Detachable	Ivory, Pink, Blue, Green	\$2.50
C7411—Curling with Comb, Marcel Waver and Cooling Stand.....	11" 1/4" Detachable	Ivory, Pink, Blue, Green	3.95
C2911—Curling with Comb and Marcel Waver.....	11" 1/4" Permanent	Ivory, Pink, Blue, Green	1.75
C6811—Curling.....	11" 1/4" Detachable	Ivory, Pink or Blue.....	2.50
C0110—Curling.....	10" 1/4" Permanent	Black.....	.90
C1011—Curling.....	10" 1/4" Detachable	Ivory, Pink, Blue, Green	1.60
C5611—Curling.....	12" 1/4" Permanent	Ivory, Pink, Blue, Green	1.30
C1611—Curling.....	9 3/4" 1/4" Permanent	Ivory, Pink, Blue, Green	1.20
C9611—Marcel.....	9 3/4" 1/4" Permanent	Ivory, Pink, Blue, Green	1.60
C8911—Marcel.....	11" 1/4" Permanent	Ivory, Pink, Blue, Green	3.00
C1311—Special Curling.....	10" 5" Units in Prongs Detachable Permanent	Ivory, Pink, Blue	1.00
<b>Central Flatiron Mfg. Co., Johnson City, N. Y.</b>			
Betsy Ross—22—Curling.....	10" 3/8" Permanent	Black, White or Orchid	1.50
522—Curling.....	10" 3/8" Detachable	Black, White or Orchid	2.00
106—Curling.....	10" 3/8" Permanent	Black.....	1.00
23—Curling with Comb and Marcel Waver.....	10" 3/8" Permanent	Black, White or Orchid	2.50
5233—Curling with Comb and Marcel Waver.....	10" 3/8" Detachable	Black, White or Orchid	3.25
222—Curling.....	10" 3/8" Permanent	Black, White or Orchid	2.00
24W—Marcel.....	11" Permanent	White.....	2.00
<i>(Elements: Nichrome, Nichrome IV)</i>			
<b>Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West Minneapolis, Minn.</b>			
Dominion—18—Curling.....	Detachable	Blue or White, Pink... and Black	1.75
15—Curling.....	Permanent	Blue or White, Pink...	1.40
14—Curling.....	Permanent	Black.....	1.00
19—Curling.....	9 1/2" Permanent	White, Pink, Blue.....	1.75
20—Hairdressing Set.....	Permanent Cord	Marcel Curler, Drying Comb	1.75
21—Junior Beauty Set.....	Marcel, Curler, Drying Comb, in kit roll	White, Pink, Blue.....	2.50
22—Large Beauty Set.....	Marcel, Curler, Drying Comb, in kit roll	White, Pink, Blue.....	3.95
<i>(Elements: Chromel A and Nichrome IV)</i>			
<b>Drake Electric Works, 3943 Lincoln Ave., Chicago, Ill.</b>			
Drake—503—Curling.....	10" 1/2" Permanent	Black.....	1.50
303—Curling.....	12" 3/4" Permanent	Black.....	2.50
<b>Edison Electric Appliance Co., 5600 Taylor St., Chicago, Ill.</b>			
<i>Hotpoint</i>			
112 L 11—Curling.....	3/8" Detachable	Black.....	2.50
112 L 12—Curling.....	3/8" Detachable	Black.....	3.50
112 L 4 and L 6—Curling.....	4 1/2" L 6 3/8" Detachable	Black.....	4.50
113 L 10—Curling.....	3/8" Detachable	Black.....	4.75
113-L 6—Curling De Luxe in case..	3/8" Detachable	Ivory.....	7.50
<b>Electrahot Mfg. Co., 525 S. 4th St. Minneapolis, Minn.</b>			
<i>Electrahot</i>			
B-50—Curling.....	10 1/2" 5/16" Permanent	Black.....	1.00
<i>(Element: Nichrome IV)</i>			
<b>Fitzgerald Mfg. Co., Torrington, Conn.</b>			
<i>Star-Rite</i>			
B—Curling.....	Detachable	Walnut.....	2.90
Junior—Curling.....	Permanent	Ivory, Pink, Blue or Ivory...	2.60
A—Curling with Comb.....	Detachable	Walnut or Ivory.....	1.16
<i>(Element: Nichrome)</i>			
<b>Gold Seal Electrical Co., 7480 Stanton Ave., Cleveland, Ohio</b>			
<i>Gold Seal</i>			
7—Curling.....	Detachable	Blue, Pink, Ivory....	1.00
1—Marcel Waver.....	Permanent	Black.....	2.50
<i>(Element: Nichrome IV)</i>			
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>			
<i>Universal</i>			
E 9801—Curling.....	10" 3/8" Detachable	Mahogany.....	3.00
E 98011—Curling with Comb.....	10 3/4" 3/8" Detachable	Mahogany.....	3.75
E 9501—Curling.....	10 3/4" 3/8" Permanent	Ivory, Blue, Pink, Green, Gray, Lavender	1.95
<i>Reliance</i>			
9502—Curling.....	11 3/4" 3/8" Detachable	Black.....	1.50
9504—Marcel Waver.....	11 3/4" 3/8" Detachable	Black.....	1.95
<b>Liberty Gauge &amp; Instrument Company, Cleveland, Ohio</b>			
<i>Liberty Natural Marcel Waver—11"</i>			
	3 3/4" long, 2" wide	Rosewood.....	2.85
<i>(Elements: Rockbestos)</i>			

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
<b>A. J. Lindemann &amp; Hoverson Co., Milwaukee, Wis. See Ado. P. 178</b>			
<i>L &amp; H Electrics</i>			
602—Curling.....	3/4" Detachable	Black.....	\$2.50
603—Curling.....	1 1/4" Detachable	Black.....	2.50
<i>(Element: Chromel A)</i>			
<b>Manning &amp; Bowman Co., Meriden, Conn.</b>			
<i>Manning-Bowman</i>			
110—Curling.....	Detachable	Rose, Blue or Ivory....	3.50
111—De Luxe—Curling.....	Detachable	Rose, Blue and Ivory...	4.00
<i>Meriden Homelectrics</i>			
51—Curling.....	Permanent	Pink—Cord to Match...	1.60
53—Curling.....	Permanent	Blue—Cord to Match...	1.60
<i>(Element: Chromel C, Nichrome)</i>			
<b>Marcelwaver Co., Cincinnati, Ohio</b>			
<i>Marcelwaver</i>			
	Permanent	Black.....	6.50
<b>National Electric Appliance Co., Madison Ave. and W. 83rd Ave., Cleveland, O.</b>			
<i>Duchess</i>			
Curling.....	Detachable	Black.....	2.10
Curling.....	Permanent	Black.....	1.20
<i>De Luxe</i>			
Curling.....	Detachable	Green, Pink, Rose, Ivory or Blue.....	2.45
Curling.....	Permanent	Green, Pink, Rose, Ivory or Blue.....	1.50
<i>National</i>			
Curling and Marcel Set with Comb.	Detachable	Black.....	3.65
Curling and Marcel Set with Comb.	Permanent	Black.....	2.75
<i>De Luxe</i>			
Curling and Marcel Set with Comb.	Detachable	Green, Pink, Rose, Ivory or Blue.....	3.50
Curling and Marcel Set with Comb.	Permanent	Green, Pink, Rose, Ivory or Blue.....	3.25
<i>Tourists</i>			
Curling and Marcel Set with Comb.	Detachable	Green, Pink, Rose, Ivory or Blue.....	3.65
in Roll-up bag			
Curling.....	Permanent	Black, Ivory, Rose, Blue, Orchid, Pink.....	.90
<i>Princess</i>			
Curling.....	Permanent	Black.....	1.10
<i>National</i>			
Marcel Waver.....	Detachable	Black.....	2.05
Marcel Waver.....	Permanent	Black.....	1.50
<i>De Luxe</i>			
Marcel Waver.....	Detachable	Green, Pink, Rose, Ivory or Blue.....	2.05
Marcel Waver.....	Permanent	Green, Pink, Rose, Ivory or Blue.....	1.60
<b>National Stamping &amp; Electric Works, 3212 W. Lake St., Chicago, Ill.</b>			
<i>White Cross</i>			
1134—Curling.....	10" 5/16" Detachable	Black.....	2.80
1135—Curling.....	12" 3/8" Detachable	Black.....	2.90
<b>Pelouze Mfg. Co., 232 E. Ohio St., Chicago, Ill.</b>			
<i>Pelouze</i>			
532—Curling.....	Swivel	Black.....	3.00
552—Curling, Hair Drier and Waver Rod.....	Swivel	Black.....	3.75
<b>Robeson Rochester Corp., Rochester, N. Y.</b>			
<i>Royal-Rochester</i>			
E-6236—Curling.....	9 1/2" Permanent	White or Rose.....	1.60
E 6238—Curling.....	11" Detachable	White or Blue.....	3.00
<i>(Elements: Chromel A and Nichrome IV)</i>			
<b>Rogers Electric Laboratories Co., Cleveland, Ohio</b>			
<i>Rogers 503</i>			
		Black.....	1.00
<i>(Element: Nichrome)</i>			
<b>Russell Electric Co., 340 W. Huron St., Chicago, Ill.</b>			
<i>Hold-Heat</i>			
31—Curling.....	10" 5/8" Permanent	Black.....	1.66
36—Curling.....	11 1/2" 3/8" Permanent	Black.....	1.75
3—Curling.....	10 1/2" 5/8" Detachable	Orchid, Blue, Ivory or Rosewood.....	2.50
5—Curling.....	12" 3/8" Detachable	Orchid, Blue, Ivory or Rosewood.....	2.75
D-3—Curling—in Case.....	10 1/2" 3/8" Detachable	Ivory or Rosewood....	3.25
D-5—Curling—in Case.....	12" 3/8" Detachable	Ivory or Rosewood....	3.50
D-21-3—Curler and Dryer—Comb Type in Case.....	10 1/2" 5/8" Detachable	Ivory.....	6.00
D-7—Marcel Waver.....	11" 5/8" Detachable	Rosewood.....	3.75
33—Straightener.....	Detachable	Rosewood.....	5.00
<i>Flapper</i>			
Curling.....	Permanent	Black.....	.90
<i>Rex</i>			
R-41—Curling.....	Permanent	Ivory, Blue or Orchid..	1.40
R-44—Curling.....	Permanent	Black.....	1.20
<b>Samson Cutlery Co., Rochester, N. Y.</b>			
<i>Samson</i>			
151—Curling.....	Detachable	Ivory, Orchid, Red, Yellow, Black or Green..	1.50
Set, 154—Curling with Comb and Marcel Waver.....	Detachable	Ivory, Orchid, Red, Yellow, Black or Green..	2.00
101—Curling.....	Permanent	Ivory, Orchid, Red, Yellow, Black or Green..	1.00
Set, 104—Curling with Comb and Marcel Waver.....	Permanent	Ivory, Orchid Red, Yellow, Black or Green..	1.50
108—Marcel.....	Permanent	Ivory, Green, Red, or Yellow.....	1.50

## Curling Irons—Continued

## Appliance

Trade Name, Model, and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
<b>Simplex Division, Edison Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.</b>			
Simplex 812L11.....	3/4" Blue Blue rubber ins. tinsel cord		\$2.50
<b>Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.</b>			
Superior 450—Marcel Waver.....	Permanent	Black	2.50
301—Curling.....	1/4" Detachable	No. 450W—Ivory. Ivory, Black.....	3.50 2.25
Brown Beauty 250—Curling.....	11" 1/4" Permanent	No. 301W—Ivory. Ivory, Brown.....	3.25 1.50
Bobbed Hair Special 100—Curling.....	10 1/2" 3/4" Permanent	Black No. 100W—White. White, Assorted Colors.....	.75 1.00
100 A.C.....	Detachable		1.00

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
<b>Westinghouse Electric &amp; Mfg. Co., Mansfield, Ohio</b>			
Westinghouse RW-103—Curling.....	6 3/4" 3/8" Detachable	White.....	\$2.65
CW-223—Curling.....	5 1/4" 1/4" Detachable	White.....	1.75
CW-263—Curling.....	5 1/4" 1/4" Permanent	White.....	1.50
(Elements: Chromel C and Nichrome)			
<b>White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.</b>			
White Beauty 220—Curling.....	Detachable	Black.....	4.50
Dandy 202—Curling.....	Permanent	Black.....	3.50
Vamp 208—Curling.....	Permanent	Black.....	2.00
White Beauty 218—Curling.....	10" Permanent	Black.....	1.25
229—Curling.....	9" Permanent	Black for white.....	1.00
(Elements: Nichrome, Nichrome IV)			

## Dishwashers

Trade Name, Model and Type	Finish	Retail Price
<b>Chicago Hardware Foundry Co., North Chicago, Ill.</b>		
Sani-in-the-sink, R 210, Impeller.....	Porcelain and Nickel.....	\$220.00
<b>Conover Company, 140 S. Dearborn St., Chicago, Ill.</b>		
Conover AA, Portable Impeller, Fills from Faucet, Drains to Sink.....	White Enamel.....	139.50
TR, Portable Impeller for Large Families.....		185.00
<b>Friedley-Voshardt Co., 733 S. Halsted St., Chicago, Ill. See Adv. P. 181</b>		
Kleen-Kwick Revolving Spray.....	Nickel-Plated.....	140.00
<b>Fuller Brush Company, Hartford, Conn.</b>		
Fuller G.R.S. Portable Household.....	Lacquer.....	115.00
<b>Kohler Company, Kohler, Wis.</b>		
Kohler Electric Sink, Built-In Sink, Impeller.....	White and Colored Porcelain Enamel, 28"	60 1/2", 305.80 48 1/2", 285.60 42 1/2", 239.15
<b>Planet Company, Westfield, Mass.</b>		
Planet AA, Portable, Impeller.....	White Enamel.....	114.00
6, Portable, Impeller.....	White Enamel.....	168.00

Trade Name, Model and Type	Finish	Retail Price
<b>Sanitary Dish Washing Machine Co., 382 Tenth St., Milwaukee, Wis.</b>		
Sanitary Servant Permanent, Revolving Spray.....	Nickel Plate.....	\$140.00
<b>Standard Sanitary Mfg. Co., Box 1226, Pittsburgh, Pa.</b>		
Standard Electric dishwasher and sink.....	Revolving basket and power spray, 60" long, white or colored enamel.	360.00
Electric dishwasher and sink.....	Revolving basket and power spray, 45 in. long, white or colored enamel	336.00
<b>Cyrus Shank Co., 625 Jackson Blvd., Chicago, Ill.</b>		
Shank Impellers.....	White Enamel.....	150.00
<b>Walker Dishwasher Corp., Syracuse, N. Y.</b>		
Walker 106, Impeller.....	White Porcelain Enamel or colors	160.00
108, Combination Sink Impeller, 46 1/2" x 24"	White Porcelain Enamel or colors	175.00
112, Combination Sink Impeller, 61 1/2" x 24"	White Porcelain Enamel or colors	295.00
114, Combination Sink Impeller, 43 1/2" x 24"	White Porcelain Enamel or colors	240.00
115, Cabinet (Portable).....	White Porcelain Enamel or colors	149.00
<b>White Bear Corp., 716 Illinois Bldg., Indianapolis, Ind.</b>		
White Bear Portable Revolving Spray.....	White Enamel (also in colors)	165.00

## Doughnut Moulds

Trade Name and Model	Special Features	Retail Price
<b>Bersted Mfg. Co., 5201 W. 65th St., Chicago, Ill.</b>		
Bersted.....	Round, nickled, aluminum grids. (Elements: Nichrome)	\$11.00
<b>Dominion Electrical Mfg. Co., 712-722 Ontario Ave., West, Minneapolis, Minn.</b>		
Dominio 69.....	Round, nickled, black or colored handles, wide base..	12.00

Trade Name, Model and Type	Finish	Retail Price
70.....	Round, nickled, plain Colonial, black or colored handles, wide base. (Elements: Nichrome)	\$10.00
<b>Electrahot Mfg. Co., Minneapolis, Minn.</b>		
Donut Maker A-40.....	4 doughnut capacity, nickled, aluminum grid.....	12.50

## Egg Cookers

Trade Name, Model, Size and Composition	Special Features	Retail Price
<b>Hankeraft Co., Inc., 121 N. Dickinson St., Madison, Wis. See Adv. P. 42</b>		
Household Egg Cookers 4 egg, No. 599.....	Green luster, a.c. only, automatic operation by water contact.....	\$5.50
1 egg No. 601.....	Green luster, a.c. only, automatic operation by water contact.....	2.00
4 egg No. 5991.....	Egg service, 1 No. 599 cooker, 4 double egg cups, 1 green enamel tray.....	11.50
Fairy Warmer, No. 598.....	A.C. only, automatic control, quick heating.....	5.00

Trade Name, Model, Size and Composition	Special Features	Retail Price
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>		
Universal E 9932, 6-egg, 1 qt. water, 420 watts	Combination Water Heater and Egg Boiler, Nickel Finish.....	\$7.85
G 993, Water Heater, 1 pt., 420 watts	Nickel Finish.....	7.00
E 992, Shaving Mug, 1/2 pt., 420 watts	Nickel Finish.....	6.75

## Floor Polishers, Scrubbers and Sanders

Manufacturer	Model and Trade Name	Type	Motor	Width of Polishing Surface	Attachments	Net Weight Lbs.	Retail Price	Retail Price Complete with At'th'ts
Airygloss Mfg. Co. Little Bldg. Boston, Mass.	Airygloss, A-1	Polisher, waxer	1/2 H. P. Universal			(Crated, 30)	\$65.00	
A. S. Boyle Co. 1934 Dana Ave. Cincinnati, Ohio	Old English Improved Polisher	Rotary plate		6 1/2"	1 Brush wax mop & 1/2 gal. wax	11		\$42.50

Manufacturer	Model and Trade Name	Type	Motor	Width of Polishing Surface	Attachments	Net Weight, Lbs.	Retail Price	Retail Price Complete with At'ts
<b>Campbell Machine Co., Inc.,</b> Wollaston, Mass.	Campbell Jr. Polisher	Cylindrical brush	1/8 H.P.	6"	None	26	\$75.00	
	Campbell Household Polisher	Sander				55	135.00	
	Campbell Household Polisher	Polisher				45	135.00	
	Campbell Household Combination	Polisher, sander, vacuum attachment	1/4 H. P.				215.00	
<b>Craftsman Electric Co.</b> 620 S. Delaware Ave. Philadelphia, Pa.	Craftsman	Two Brush	1/6 H. P.	11 1/2"	Scrubbing, waxing sanding paint, varnish remover	16	67.50	\$83.50
<b>Electrolux, Inc.</b> 250 Park Ave., New York, N. Y.	Electrolux—3B	3 motor driven brushes			3 wax discs 6 brushes	35	85.00	(Wire brushes \$2 ea.)
<b>Finnell System, Inc.</b> Elkhart, Ind.	Finnell H. C.	Rotary plate with 3-qt. tank	1/4 H.P.	10"	4	52	145.00	with 1 set brushes 156.25
	Finnell 15-A	Rotary plate with 7-qt. tank	1/4 H.P.	12"	4	68	175.00	with 1 set brushes 186.75
	Finnell Household Machine	2 brush	1/2 H. P.	13"	Polisher, sander, scrubber, waxer, varnish remover		295.00	75.00
	17-A	Rotary plate	1/2 H. P.	18"	5 (one set furnished)		295.00	318.75
<b>Floorola Sales Co. of America</b> 15 E. 40th St. New York, N. Y.	Floorola	3 rotating brushes on rotating plate. Opposed directions	1/8 H.P.	11 1/2"	4 sets	28		127.50
<b>Hild Floor Machine Co.</b> 108 W. Lake St. Chicago, Ill. See Adv. P. 174	Model B	Rotary disc	1/4 H. P.	10 1/2"	{ 4 brushes, polishing { scrubbing, steel wire { brushes, sanding disc }	45	120.00	With 1 scrub brush 130.00
	Model A	Rotary disc	1/4 H. P.	13"		52	150.00	1 scrub brush 162.00
	Model C	Rotary disc	1/2 H. P.	13"		65	175.00	1 pol. brush 187.00
<b>S. C. Johnson &amp; Son</b> Racine, Wis.	Johnson Household Polisher	Cylindrical brush		5"	Wax mop & 1/2 gal. wax	9		29.50
	Johnson Deluxe	Cylindrical brush		8"		14		68.50
<b>Kelley Electric Machine Co.,</b> 285 Hinman Ave. Buffalo, N. Y.	Kelley	Rotary	1/2 H. P.	14"	{ Scrubbing brush, waxing and polishing brush, sanding pad }	80	195.00	1 attach. 250.00
	Kelley	Rotary	1/4 H. P.	12"		40	130.00	
	Kelley	Rotary	1 1/2 H. P.	20"		110	250.00	
<b>Kent Company</b> Rome, N. Y.	Utility	Rotary plate	1/8 H.P.	10"	13	60	With 1 brush 140.00	
	Domestic	Rotary plate	1/4 H.P.	10"	10	35	With 2 brushes 115.00	
	J. C. M.	Rotary plate	1/2 H. P.	12" or 14"	13	90		
<b>Landers, Frary &amp; Clark</b> New Britain, Conn.	Universal Polisher 710	Cylindrical Brush		5"	Wax mop, 1-lb. paste wax 1 pt. liquid wax	17		33.75
<b>Lincoln-Schluter Floor Machinery Co.</b> 213-221 W. Grand Ave. Chicago, Ill.	Lincoln Junior Type 5	Twin 5" Rotary plates	1/20 H.P.	10"	Scrubbing, waxing, polishing, sanding	20	62.50	with 1 set brushes
<b>Merritt Electric Floor Machine Co.</b> 235 Greenwich St. New York, N. Y.	Merritt	4 motor driven brushes	1/4 H. P.	11"x12"	{ Polishing, scrubbing wire brushes }	48	115.00	(Wire brushes 9.00)
	Merritt	4 motor driven brushes	1/4 H. P.	11"x12"		36	110.00	(Scrubbing brushes 7.50)
<b>Ponsell Floor Machine Co.</b> 213-221 W. 19th St. New York, N. Y.	Ponsell, Model A	Rotary plate	1/2 H. P.	14"	{ Scrubbing, refinishing, sandpapering Vacuum cleaning }	95	230.00	253.00
	Ponsell, Model B	Rotary plate	1/4 H. P.	11"		45	125.00	144.00
	Ponsell, No. 10	Cylinder brush	1/2 H. P.	7 1/2"		15	59.50	84.50
<b>United Vacuum Appliance Co.</b> Connersville, Ind.	Connersville Junior	Rotary plate	1/4 H.P.	11"	1-brush	30	135.00	

## Grills, Griddles, Table Stoves and Hotplates

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Acme Elec. Heating Co. 1217 Washington St. Boston, Mass.	Acme—1920 table stove	8 in. plate, nickel	1-1,200 watts, closed, 3-heats	\$16. 00
	Acme—1921 table stove	10 in. plate, nickel	1-1,500 watts, closed 3-heats	20. 00
	Acme—1922 table stove	2-8 in. plates,	2-1,200 watts, closed, 3-heats	32. 00
	Acme—1923 table stove		2-1,500 watts, closed, 3-heats (Element: Acme)	38. 00
	American Electrical Heater Co. Detroit, Mich.	American Beauty—3350 toaster stove		500 watts
	American—1100-B table stove		1-1000 watts, open, 3-heats	12. 00
	American Beauty—3210 disc stove	4-in. pol. steel	450 watts	7. 00
	American Beauty—3221 disc stove	5-in. pol. steel	550 watts	7. 50
	American Beauty—3231	6-in. pol. steel	600 watts	9. 00
		(Elements: Chromel, A and C; Nichrome)		
American Metal Specialty Co. 3 Appleton St. Boston, Mass.	Ameco table stove	100 sq.in. heating surface	660 watts	
Armstrong Mfg. Co. Huntington, W. Va.	Armstrong—table stove, 5 utensils	White enamel and nickel Red, blue, green yellow enamel	1-open 600 watts	8. 85

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Beardsley & Wolcott Mfg. Co. Waterbury, Conn.	Novelty—table stove		1-500 watts, open	\$1. 00
	Wilwear—hotplate	20x13 in., gray porcelain	1-1100 watts, open, 3-heat	20. 00
	Torrid—G 031 hotplate	7½ in. round, nickel	1-660 watts, open	4. 75
	Torrid—G 261 hotplate	Round, nickel	1-480 watts, open	3. 00
	Torrid—G 0511 griddle	9½ in. round	1-660 watts, closed	7. 50
	Torrid—G 0111 griddle	9½ in. round with chafing dish	1-660 watts, closed	9. 75
	Torrid—G 0711 chafar	9½ in. round nickel	1-660 watts	7. 75
Bersted Mfg. Co. 5201 W. 65th St. Chicago, Ill.	Bersted—17 stove	8x8 in., colors	1-600 watts, no switch	1. 80
	Bersted—18 stove	Black	1-1,000 watts, 3-heat	6. 25
	Bersted—25 stove	Black	2-500 watts	5. 00
	Bersted—26 stove	Colors	2-500 watts	5. 00
	Bersted—19 table stove	8x8 in. black, No. 20 nickel	1-600 watts, open	4. 00
	Bersted—21 table stove	8x8 in. black, No. 22 nickel	1-600 watts, open, 2-heats	5. 50
	Bersted—27 table stove	19x8 in. black, No. 28 nickel	2-500 watts, open	6. 00
	Bersted—29 table stove	19x8 in. black, No. 30 nickel	2-500 watts, open, 2-heats	8. 00
	Bersted—67 Griddle	8½ in. round, nickel	1-closed	7. 00



## Grills, Table Stoves and Hotplates—Continued

## Appliance

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
<b>Bobbett Elec. Mfg. Co.</b> , 4307 Cottage Grove Ave. Chicago, Ill.	Bobbett—73 table stove	9 in. round, cast aluminum	1-open, 3-heat	\$15.00
<b>Case Electric Corp.</b> , Marion Electric Division, Marion, Ind.	Ev'ryday—100, table stove Ev'ryday—110, hotplate Ev'ryday—110B, hotplate Ev'ryday—110A, hotplate Ev'ryday—155A, hotplate Ev'ryday—115, hotplate Ev'ryday—115AA hotplate	6x5½ in., nickel 8x8 in., nickel or black 8x8 in., nickel 8x8 in., nickel 18x9 in., black or nickel 18x9 in., nickel 18x9 in., nickel	1-500 watts, open 1-600 watts, open 1-600 watts, open, 1-heat 1-600 watts, open, 3-heat 2-600 watts, open, 1-heat 2-600 watts, open, 1-1-heat 2-600 watts, open, 3-heat	1.25 2.25 3.25 4.25 5.50 6.00 8.00 9.25
(Element: Nichrome)				
<b>Champion Elec. Co.</b> , 1051 Power Ave. Cleveland, Ohio	Champion—LT griddle Champion—LS griddle	7x18 in. 7x18 in.	1-600 watts, closed, 3-heat 1-660 watts, closed, 1-heat	25.00 15.00
<b>Chicago Elec. Mfg. Co.</b> , 2801 S. Halsted St. Chicago, Ill.	HandyHot—N-7 grill stove HandyHot—N-2 table stove HandyHot—N-23 table stove HandyHot—N-24 table stove	10x6½ in., nickel 7½x7½ in., black enamel 7½x7½ in., green enamel 7½x7½ in., pol. nickel	1-600 watts, open 1-600 watts, open 1-600 watts, open 1-600 watts, open	1.75 1.65 1.65 1.75
(Element: Chromel A, C, Nichrome IV.)				
<b>Chicago Flexible Shaft Co.</b> , Roosevelt Rd. & Central Ave. Chicago, Ill.	Sunbeam—A-170 grill with turnover toaster, 2 utensils	11½x7 in., nickel	1-open	10.50
(Element: Nichrome, Nichrome IV, Tophet)				
<b>Coote Mfg. Co.</b> , Sandusky, Ohio	O'Kay—1721 grill	6½x3½ in., nickel or tinned	1-660 watts, open	1.25 tinned 1.00
<b>Delta Electric Co.</b> , Marion, Ind.	Little Chef table stove	Nickel	1-open	2.00
(Element: Nichrome IV)				
<b>Dominion Elec. Mfg. Co.</b> , 712 Ontario Ave., W. Minneapolis, Minn.	Dominion—51 hot plate Dominator—61 hot plate Dominator—62 hot plate Dominator—71 hot plate Dominator—B-101 hot plate	6½x6½ in., nickel 6½x6½ in., nickel 18x8½ in., nickel or black Nickel 8½x8½ in., nickel or black Nickel 10x10 in.	1-550 watts, open 1-660 watts, open 2-500 watts, open, 1-heat 3-heat 1-660 watts, open, 1-heat 3-heat 1-660 watts, open, 3-heat	2.00 3.00 7.00 10.00 4.00 3.50 6.50 12.00
(Element: Chromel A, Nichrome IV)				
<b>Drake Elec. Works</b> , 3943 Lincoln Ave. Chicago, Ill.	Drake—403 hot plate	8½ in. round nickel	1 open	5.00
(Element: Nichrome IV)				
<b>Edison Elec. Appliance Co.</b> , 5600 W. Taylor St. (West Dayton) Chicago, Ill.	Hotpoint 116G9 grill 5 utensils Hotpoint 116G10 grill 5 utensils with toaster rack Hotpoint 114D14 table stove Hotpoint 40101 table stove Hotpoint 40102 table stove Hotpoint 40104 table stove Hotpoint 116D29 table stove Hotpoint 131D31 hotplate Hotpoint 135D31 hotplate	Nickel Nickel 4 in. round disc nickel 6 in. round disc nickel 6 in. round disc nickel 8 in. round disc nickel 6x6 in., white and enamel 12x12 in., nickel 12x12 in., nickel	1-550 watts, open 1-660 watts, open 1-400 watts, closed 1-600 watts, closed 1-600 watts, closed, 3-heat 1-950 watts, closed, 3-heat 1-550 watts, open 1-1,000 watts, open, 3-heat 1-1,000 watts, closed, calrod 3-heat	9.85 13.50 4.00 6.50 6.50 8.50 11.75 4.00 3 utensils 3.00 extra 19.00 22.00
<b>Electrahot Mfg. Co.</b> , 525 S. 4 St. Minneapolis, Minn.	Electrahot D-30 hotplate Electrahot D-30-3 hotplate Electrahot S-28 hotplate	17½x8 in., aluminum 17½x8 in., aluminum 8x8 in., aluminum	2-600 watts, open, 1-heat 2-600 watts, open, 3-heat 1-600 watts, open, 1-heat	7.00 10.00 4.00
(Nichrome, Nichrome IV, Chromel A, C.)				
<b>Electrahot Mfg. Co.</b> —Continued	Electrahot S-28-3 hotplate Electrahot S-25 hotplate	8x8 in., aluminum 6½x6½ in., aluminum (Element: Nichrome IV)	1-600 watts, open, 3-heat 1-600 watts, open, 1-heat	\$3.50 3.00
<b>Fitzgerald Mfg. Co.</b> , Torrington, Conn.	Star Rite—545 grill 5 utensils	Round nickel	1-open	5.95
(Element: Nichrome)				
<b>Foldex Electric Heater Co.</b> , 1435 Franklin St. Detroit, Mich.	Foldex hotplate	8½x8 in.	1 burner, 3-heat 2 burner, 3-heat	9.00 14.00
<b>Gold Seal Elec. Co.</b> , 7480 Stanton Ave. Cleveland, Ohio	Gold Seal—18 hotplate Gold Seal—19 hotplate	1-round disc nickel 2-round discs black duco	1-open 2-open	2.30 West of Rockies 2.50 West of Rockies 5.50
(Element: Nichrome IV)				
<b>Great Northern Mfg. Co.</b> , Chicago, Ill.	E1800, stove E1900, stove E1902, stove E2704 toaster stove E1700, stove E162, grill	Enamel steel Nickel Nickel Nickel Enamel steel	1-600 watts 1-600 watts 1-1,000 watts 1-450 watts 1-600 watts 1-650 watts	3.50 3.75 6.50 2.75 1.65 15.00
<b>Griswold Mfg. Co.</b> , Erie, Pa.	Griswold—51 hotplate Griswold—151 hotplate Griswold—101 hotplate	11½x12½ in., nickel, gray enamel gray enamel 11½x12½ in., nickel, gray enamel 8½x8½ in., nickel or gray enamel	1-1,200 watts, closed, 3-heat, pilot light 2 pilot lights 1-1,200 watts, open, 3-heat 1-800 watts, open, 3-heat	
<b>Hot Glow Elec. Mfg. Co.</b> , 1511 Niagara St. Buffalo, N. Y.	Hot Glow—11 hotplate Hot Glow—12 hotplate Hot Glow—13 hotplate Hot Glow—18 hotplate Hot Glow—94 hotplate Hot Glow—9 hotplate	11x11 in., nickel or black enamel 24x11 in., nickel or black enamel 36x11 in., nickel or black enamel 17x9 in., nickel or black enamel 9 in., round, nickel or black enamel 9 in., round, nickel or black enamel	1-500 to 1,000 watts, open, 3-heat 2-500 to 1,000 watts, open, 3-heat 3-500 to 1,000 watts, open, 3-heat 2-550 watts, open, 3-heat 1-660 watts, open, 3-heat 1-660 watts, open, 1-heat	8.50 black 7.75 15.00 black 14.00 black 22.00 black 20.50 black 12.00 black 11.00 black 6.50 black 6.00 black 4.50 black 4.00
(Element: Chrome A)				
<b>Landers, Frary and Clark</b> , New Britain, Conn.	Universal—E9861 hotplate with handle Universal—E986 hotplate with handle Universal—9862 table stove Universal—9197 hotplate Universal—E988 table stove Universal—E9894 table stove Universal—E995 table stove Universal—E9960 hot plate Universal—E997 hot plate Universal—E9980 hot plate with tray Universal—E9510, griddle with cover Universal—E9511, griddle Universal—E940, chafar	6½x6½ in., nickel 6 in., round nickel 6½ in. nickel 6 in., nickel 6½x6½ in., nickel 7½ in., round, nickel 4½ in., round, disc, nickel 6 in., round disc, nickel 6 in., round disc, nickel 6 in., round disc, nickel 10 in., round, nickel 10 in., round, nickel 3-pint capacity nickel or copper paneled	1-660 watts, open 1-550 watts, open 1-660 watts 1-600 watts, 4-heat 1-650 watts, open, 3-heat 1-650 watts, open, 3-heat 1-400 watts, closed 1-550 watts, closed 1-550 watts, closed, 2-heat plug control 1-550 watts, closed, 2-heat plug control 1-660 watts, closed, 1-heat in cord 1-660 watts, closed, 1-heat in cord 1-420 watts, 2-heat	3.75 2.95 7.95 5.95 15.00 12.00 3.75 4.95 5.75 6.50 15.00 12.50 16.50 copper 18.00

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price	Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price	
<b>Landers, Frary and Clark—Continued</b>	Universal—E9280, chafar	3-pint capacity nickel or copper, plain	1-420 watts, 2-heat	\$13.50 copper 15.00 nickel	<b>Nat'l Stamping and Elect. Works—Continued</b>	White Cross—200 hotplate	18x9 in., black	2-550 watt	\$4.50	
	Universal—E9404, chafar set, fork spoon and tray	3-pint capacity nickel or copper paneled	1-420 watts, 2-heat	25.00 copper 27.00 nickel		White Cross—9 hotplate	11x11 in., black	1-1000 watt	4.50 with oven 9.00	
	Universal—E98502, chafar set, tray	5-pint capacity nickel, plain	1-550 watts, closed, 2-heat	18.00	<b>Newday Products, Inc.</b>	Newday Combination barbecue, broiler, toaster, cooker	8x20 in. polished aluminum	2-660 watt 3-heat	23.90	
	Universal—E9890, chafar with separable stove	3-pint capacity nickel, plain	1-550 watts, closed, 2-heat	16.00	<b>Rite-Hete Appliances, Inc.</b> Minneapolis, Minn.	Rite-Hete—Hotplate with Toaster rack	8 in. round, aluminum	1-enclosed 3-heat	12.00	
	Universal—E980, plate warmer	17½x8½ in., nickel	1-80 watts, closed	20.00		Rite Hete hotplate with toaster rack	8-in. round aluminum	1, closed 3-heat	9.00	
					(Element: Nichrome)					
<b>Liberty Gauge &amp; Instrument Co.</b> 6612 Euclid Ave. Cleveland, Ohio	Liberty—701 hotplate	7 in., round, nickel	1-500 watts, open	2.50 West of Rockies	<b>Robeson Rochester Corp.</b> Rochester, N. Y.	Royal Rochester—E-6316 table stove	6 in. round, nickel	1-closed, 3-heat	8.50	
	Liberty—601† hotplate	Nickel	1-550 watts, open	53.25 West of Rockies		Royal Rochester—E-6461 grill, 6 utensils	nickel and white enamel	1-open	13.50	
	Liberty—2-H* hotplate	11x11 in., aluminum-copper	1-660 watts, open, 3-heat	9.85 West of Rockies	(Element: Chromel A and Nichrome IV)					
	Liberty—3-H* hotplate	21x11 in., aluminum-copper	2-660 watts, open, 1-3-heat	13.85 West of Rockies	<b>Rock Island Mfg. Co.</b> Rock Island, Ill.	Rimco—188-A griddle	11 in. round, nickel	1-300 watts,	5.00	
	Liberty—5-H* hotplate	21x11 in., aluminum-copper	2-660 watts, open, 3-heat	16.65 West of Rockies		Rimco—189-A griddle with tray	11 in. round, nickel	1-300 watts,	8.00	
	Liberty—2-H* special, hotplate	11x11 in., aluminum-copper	1-1,000 watts, open, 3-heat	11.85 West of Rockies		Rimco—32-A table stove	20x10 in., nickel	2-660 watts, open, 3-heat	18.00	
	Liberty—401-J* hotplate	18x8½ in., black	2-500 watts, open, 1-heat	6.85 West of Rockies		Rimco—33-A table stove	20x10 in., nickel	2-660 watts, closed, 3-heat	20.00	
	Liberty—402-J* hotplate	18x8½ in., black	2-660 watts, open, 3-heat	8.45 West of Rockies		Rimco—38-A table stove	20x10 in., black enamel	2-660 watts, open, 2-heat 660 watt max. load	14.00	
	Liberty—403-E, hotplate	* 18x8½ in., white and black enamel	2-500 watts, open, 1-heat	8.85 West of Rockies		Rimco—39-A table stove	20x10 in., nickel	2-660 watts, open, 2-heat, 660 watt max. load	15.50	
	Liberty—404-E, hotplate	* 18x8½ in., white and black enamel	2-660 watts, open, 3-heat	10.65 West of Rockies		Rimco—77-A table stove	6½x6½ in., black enamel	1-660 watts, open	3.50	
						Rimco—22-A table stove	9½x9½ in., nickel	1-660 watts, open, 3-heat	10.00	
						Rimco—24-A table stove	9½x9½ in., nickel	1-660 watts, closed, 3-heat	11.50	
						Rimco—26-A table stove	9½x9½ in., nickel	1-900 watts, open, 3-heat	11.00	
					Rimco—28-A table stove	9½x9½ in., nickel	1-900 watts, closed, 3-heat	11.50		
					Rimco—52-A table stove	7½ in., round, nickel	1-660 watts, open, 1-heat	6.50		
					Rimco—54-A table stove	7½ in. round, nickel	1-660 watts, open, 3-heat	9.00		
					Rimco—64-A table stove	7½ in. round, nickel	1-660 watts, closed, 3-heat	9.00		
					Rimco—71-A table stove	6½ in. round, nickel	1-660 watts, open	2.75 No. 74-A with handle 3.00 No. 1132-A 2-2-heat switches 7.50 No. 1121-A 2-heat 4.75		
					Rimco—132-A table stove	18x8½ in., black enamel	2-660 watts, open, 1-2-heat	5.60		
					Rimco—121-A table stove	8½x8½ in., black enamel	1-660 watts, open, 1-heat	3.75		
					Rimco—1144-A toaster stove	11½x5½ in. nickel	1-500 watts, open	2.75		
					(Elements: Chrome C, Nichrome II, III and Tophet C)					
<b>A. J. Lindemann &amp; Hoverson Co.</b> Milwaukee, Wis. See Ad. p. 178	L.&H. Electrics—516 hotplate	11x11 in., gray porcelain	1-660 watts, open, 3-heat	13.00	<b>Rogers Electric Laboratories Co.,</b> Cleveland, Ohio	Quality 301 hotplate	Colored handles and cord	1-660 watt	3.50	
	L.&H. Electrics—518 hotplate	11x11 in., gray porcelain	1-1250 watts, open, 3-heat	14.00		Quality 302 hotplate	Optional with alum. griddle		2.25	
	L.&H. Electrics—302 table stove	7½x7½ in., Aluminum 5 utensils	1-660 watts, open, 3-heat	14.00		Twin Heat 309 hotplate		2-500 watt	5.00	
						Electro 306 hotplate		1-500 watt	2.25	
					(Elements: Nichrome and Nichrome IV)					
<b>Malleable Iron Range Co.</b> Beaver Dam, Wis.	Monarch—E-11-A hotplate	10x10 in., white enamel and nickel	1-660 watts, open, 3-heat		<b>Rutenber Electric Co.</b> Marion, Ind. See 3rd Cover	Marion—26 hotplate	11x11 in., aluminum	1-1000 watts, open, 3-heat	11.00	
						Marion—26 hotplate	11x11 in., aluminum	1-880 watts, open, 3-heat	10.50	
<b>Manning-Bowman &amp; Co.</b> Meriden, Conn.	Manning-Bowman—25 table stove	6 in., round disc, nickel	1-550 watts, closed, 3-heat	9.25		Marion—27 hotplate	10x10 in., aluminum	1-660 watts, open, 3-heat	10.00	
						Marion—207 table stove, 4 utensils	7x7 in., nickel	1-660 watts, open, 3-heat	12.50	
						Marion—208 table stove	7x7 in., nickel	1-660 watts, open	4.50	
<b>Metal Ware Corp.</b> Two Rivers, Wis.	Empire—S-50 table stove	4½ in. round disc, nickel	1-400 watts, closed	3.50	<b>Serelec, Inc.,</b> 420 Lexington Ave., New York City	Jiffy Boiler	Enam. nickel or unenameled	1-1320 watt 2-heat	33.50 to 38.50	
	Empire—S-62 griddle	11½ in. round, nickel and aluminum	1-600 watts, closed	10.00		Pot and Pan grill	Enam. nickel or unenameled	2-660 watt 3-heat		
	Empire—S-52 grill and toaster stove	11½x5½ in., nickel	1-550 watts, open	2.50	(Elements: Nichrome and Chromalox)					
					(Elements: Nichrome and Nichrome IV)					
<b>Metropolitan Mfg. &amp; Electric Co.</b> 1163 Sedgwick St. Chicago, Ill.	Metro—44 hotplate	Aluminum	1-660 watts, open, 1-heat in cord	3.50	<b>Simplex Division, Edison Electric App. Co.,</b> 5600 West Taylor St., Chicago, Ill.	Simplex—811 D-50 Twin Hotplate	18x9 in. black japan	2-550 watts	6.90	
	Peerless—30 Grill	Nickel	1-550 watts, open	1.30						
	Peerless—32 Grill	White	1-550 watts, open	1.00						
<b>National Stamping and Elec. Works</b> 3212 W. Lake St. Chicago, Ill.	White cross—237 hotplate	20x10½ in., nickel	2-550 watts, open, 2-heat	9.00						
	White Cross—99 hotplate	9x9 in., black	1-550 watts, open, 2-heat	3.50						
	White Cross—101 hotplate	27x9 in., black	3-550 watts, open, 1-heat	8.00						
	White Cross—238 hotplate	8½ in. round nickel	1-550 watts, open	2.50						
	White Cross—239 hotplate	7x6½ in., nickel and black	1-470 watts, open	1.60						
	White Cross—157 griddle	9 in. round	1-630 watts, closed	6.50						
	White Cross—199 hotplate	9x9 in., black	1-550 watt	1.50						

## Grills, Griddles, Table Stoves—Continued

## Appliance

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
<b>Standard Electric Stove Co.</b> 1714 N. 12th St. Toledo, Ohio	Standard—20 griddle	9 in., round	1-660 watts, 3-heat	\$15.00
	Standard—25 griddle	11 in., round	1-900 watts, 3-heat	18.50
	Standard—30 hotplate	11x11 in., nickel	1-1500 watts, open or 1-1200 watts closed, 3-heat	12.50
	Standard—31 hotplate	9x9 in., black enamel	1-660 watts, open, 1-heat	7.00
	Standard—51 hotplate	28x9 in., black enamel	3-800 watts, open, 3-heat	18.00
(Elements: Chromel A and Nichrome IV)				
<b>Superior Electric Products Co.</b> 1300 S. 13th St. St. Louis, Mo.	Superior—51 table stove	8½x8½ in., nickel	1-open, 1-heat	2.75
	Superior—51X table stove	8½x8½ in., nickel	1-open, 3-heat	3.25
	Superior—51B table stove	8½x8½ in., black	1-open, 1-heat	2.50
	Superior— 51BX, table stove	8½x8½ in., black	1-open, 3-heat	3.00
	Superior—52 table stove	18x8½ in., nickel	2-open, 1-heat	6.50
	Superior—52X table stove	18x8½ in., nickel	2-open, 3-heat	8.50
	Superior—52B table stove	18x8½ in., black	2-open, 1-heat	5.50
	Superior— 52BX, table stove	18x8½ in., black	2-open, 3-heat	7.50
	Superior—10 table stove	6½x5½ in., nickel	1-open	1.10
	Superior—25 table stove	8½x8½ in., nickel	1-open	1.75
	Superior—25-B table stove	8½x8½ in., black	1-open	1.50
	Superior 53 table stove	8½x8½ in.	2 open, 2 heat	6.00
	Superior 53B table stove	8½x8½ in.	2 open, 2-heat	4.75
<b>Swartzbaugh Mfg., Co.</b> Toledo, Ohio	Everhot—T-2 table stove	18½x8½ in., overall, nickel	Max 600 watts, open, 2-heat	8.50. West of Denver 9.50

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
<b>Swartzbaugh Mfg., Co.—Continued</b>	Everhot—T-3 table stove	18½x11½ in., overall, nickel	2-500 watts, open, 3-heat	\$13.50 West of Denver 15.00
	Everhot—T-4 table stove	18½x11½ in., overall, nickel	2-500 watts, open, 3-heat	12.50. West of Denver 13.50
	Everhot—S-1 table stove	5½ in. burner round with handle, nickel	1-600 watts, open	5.00. West of Denver 5.50
	Everhot—S-3 table stove	5½ in. burner round with handle, nickel blue or green,	1-600 watts, open, 3-heat	6.75 West of Denver 7.50
	Everhot— special table stove	5½ in. burner round	1-600 watts, open, per- manent cord	3.50. West of Denver 3.95
	Everhot—L-81	12x13 in., overall enameled	1-1100 watts, open, 3-heat	8.50 West of Denver 9.50
	Everhot— L-81-E	12x13 in., overall enameled	1-1100 watts closed, 3-heat	13.50 West of Denver 15.00
	Everhot G-12 griddle	12x12 in. black enam. and aluminum	1-1100 watt 3-heat	16.50 West of Denver 18.00
<b>A. H. Waage</b> 112 Chambers St. New York, N. Y.	Waage—D-5 table stove	5 in. round disc, aluminum	1-500 watts, closed, 3-heat plug control	5.00
	Waage—D-6 table stove	6 in. round disc, aluminum	1-600 watts, closed, 3-heat plug control	6.00
	Waage—D-7 table stove	7 in. round disc, aluminum	1-660 watts, closed, 3-heat plug control	8.00
	Waage—D-7 table stove	8 in. round disc, aluminum	1-750 watts, closed, 3-heat plug control	10.00
	Waage—D.D.-7 table stove	2-7 in., round disc, stoves on one base (Elements: Nichrome IV)	2-660 watts, closed, 3-heat plug control	15.00
<b>Walker &amp; Pratt Mfg. Co.</b> 31-35 Union St. Boston, Mass.	Crawford— 1-E or B hotplate	14x14 in., E- gray enamel or B-black-Japan	1-1000 watts, open, 3-heat	E-20.00 B-15.50
	Crawford— 2-E or B hotplate	23x14 in., E- gray enamel or B-black-Japan	1-1000 watts, open 3-heat	E-33.00 B-26.50

## Hair Driers

Manufacturer	Trade Name, Model and Type	Special Features	Retail Price
<b>Arnold Electric Company, Racine, Wis.</b> <i>Arnold</i>	Hand Type, Hot and Cold	Nickeled, with Rubberoid Handle	\$13.75
	350, 351 and 352; Hand-Lamp Type; 128 watt, 115-120 v.	8-in. Aluminum Bowl, Clear Lamp, Blue Lamp, Red Lamp,	6.50 7.50 8.00
<b>Bobbett Electric Manufacturing Company, 4307 Cottage Grove Ave., Chicago, Ill.</b> <i>Therapeutic</i>	353, 354 and 355; Hand-Lamp, 200-260 watt, 115-120 v.	8-in. Aluminum Bowl, Clear Lamp, Blue Lamp, Red Lamp,	7.50 8.50 9.00
		362 Folding Floor Stand	6.50
<b>Electare Co., 4750 Sheridan Rd., Chicago, Ill.</b> <i>Electare</i>	Hot Blast, Hand Type with Wall Mounting	May be used as Hand Dryer	17.50
	<b>The Electric Manufacturing Company, 27 Thames Street, New York City</b> 966 Mission St., San Francisco, Cal.		
<b>Fitzgerald Manufacturing Company, Torrington, Conn.</b> <i>Star-Rite</i>	502; Hand with Hot and Cold Blast, A.C. or D.C.	Removable Heating Element, Rose- wood Handle	9.00
	<b>P. A. Geler Company, Cleveland, Ohio</b> <i>Royal "Therm-Air"</i>		
<b>P. A. Geler Company, Cleveland, Ohio</b> <i>Royal "Therm-Air"</i>	Hand, with Hot and Cold Blast	Switch Under Blower Nozzle, Vapo- rizer Attachment	22.00
		Dresser Stand,	4.00
		Floor Stand,	7.50

Manufacturer	Trade Name, Model and Type	Special Features	Retail Price
<b>A. C. Gilbert Company, New Haven, Conn.</b> <i>Polar Cub</i>	B 92—Hot Blast Blower Type	Gray and colored handles	\$4.95
	<b>Halliwel-Shelton Electric Corporation, 115 Fourth Avenue, New York City</b> <i>Halliwel-Shelton</i>		
<b>Halliwel-Shelton Electric Corporation, 115 Fourth Avenue, New York City</b> <i>Halliwel-Shelton</i>	54, Hand Type, Hot and Cold	Black Finish	26.00
		With Case,	27.50
<b>Hamilton Beach Manufacturing Company, Racine, Wis.</b> <i>Hamilton Beach</i>	3, Hand, with Hot and Cold Blast, A.C. or D.C.	Old Ivory Finish	14.25
		With Stand,	14.90
	2, Hand, with Hot and Cold Blast, A.C. or D.C.	Aluminum Case	22.50
<b>National Stamping &amp; Electric Works, 3212 West Lake Street, Chicago, Ill.</b> <i>White Cross</i>	41, Hand, with Hot and Cold Blast	Wood Handle, Black Finish	15.00
	<b>Racine Universal Motor Company, Racine, Wis.</b> <i>Race</i>		
<b>Racine Universal Motor Company, Racine, Wis.</b> <i>Race</i>	Hand, with Hot and Cold Blast		19.50
	<b>Sanitax Electric Company, 303-4th Ave., New York City</b> <i>Foen</i>		
<b>Sanitax Electric Company, 303-4th Ave., New York City</b> <i>Foen</i>	Hand, with Hot and Cold Blast		14.50
		Dresser Stand,	2.00
		Floor Stand,	6.50
<b>Ward Manufacturing Company, 937 Wellington Avenue, Chicago, Ill.</b> <i>Ward</i>	Hand-Drying Comb	Ivory Finish	3.00
		Ebony Finish	2.75

## Health Exercisers

Manufacturer	Trade Name Model Number	Type	Speed, Stroke, Control	Motor	Accessories	Case, Cabinet, Color	Crated Weight, Lb.	Retail Price
<b>Burdick Corp.</b> Milton, Wis.	Burdick Body Culturor, B-10	Stationary	Two speed clutch, ¼" to 3" stroke adjust.	½ hp. (A.C.)	2" web belt 4" web belt, handle bar	Metal cabinet, Duo-tone	350	\$285.00
	Burdick Body Culturor, JB-10 No. B-15 and JB-15 Models with D.C. motors, same description and price.	Portable	One speed, four stroke adjust.	½ hp. (A.C.)	4" web belt		75	125.00



Manufacturer	Trade Name Model Number	Type	Speed, Stroke, Control	Motor	Accessories	Case, Cabinet Color	Crated Weight, Lb.	Retail Price
<b>Burke Machine Tool Co.</b> Conneaut, Ohio	Robur Health Massage Motor Robur Health Massage Motor	Table or wall Cabinet	Three stroke adjust. Three stroke adjust.	$\frac{1}{2}$ hp. $\frac{1}{2}$ hp.	Anchor and 4" massage belt 4" massage belt	Lacquer over aluminum alloy Black walnut or enamel		\$60.00 85.00
*For D.C., \$10 extra.								
<b>Daley Equipment Co.</b> 5716 Euclid Ave. Cleveland, Ohio	Daley, 20 Daley, 30	Portable Portable, with stand	One speed, adjust. stroke One speed, adjust. stroke	$\frac{1}{2}$ hp. Westinghouse $\frac{1}{2}$ hp. Westinghouse	Wide canvass belt narrow belt, handles Wide canvass belt narrow belt, handles	Alum. case, apple green duco Alum. case, apple green duco	60 110	125.00 150.00
<b>Devices Corp.</b> 221 Mt. Auburn St. Cambridge, Mass. <i>See Adv. P. 11</i>	University Exerciser and reducer, B Varsity Exerciser and Reducer	Convertible, floor or portable Convertible, floor or portable	Speed control Speed control	$\frac{1}{2}$ hp. General Electric $\frac{1}{2}$ hp. General Electric	Belts Belts	Polished aluminum enamel Polished aluminum, enamel	120	110.00 79.00
* Either model, without base, \$10 less.								
<b>French Lick Health Appliances, Inc.</b> 2 W. 46th St., New York, N. Y.	French Lick Exerciser, 1	Pedestal	Stroke control	$\frac{1}{2}$ hp. General Electric	4" belt, hand grips		195	198.00
<b>Joseph Gelb</b> 250 W. 54th St. New York, N. Y.	Nova Body Builder	Pedestal	Two speeds	$\frac{1}{2}$ hp.	2 canvass belts, 2 hand grips	Aluminum base	Under 100	135.00
<b>Janette Mfg. Co.</b> 556-558 W. Monroe St., Chicago, Ill.	Janette Body Molder	Pedestal			Belt			135.00
<b>Knott &amp; Garllus Co.</b> 3945-3951 A St. Detroit, Mich.	Vita <i>See Back Cover</i>	Floor	2 speeds, 5 variable strokes each	$\frac{1}{2}$ hp.	4 belt, 2 $\frac{1}{2}$ " belt, hand grips	Aluminum, blue enamel and nickel	110	135.00
<b>Luther, Incorporated</b> 287 S. Water St. Milwaukee, Wis.	Rekreator Effortless Exerciser, 860	Floor			Wide belt, narrow belt, handle grips, abdominal belt		240	265.00
<b>Master Electric Co.</b> Dayton, Ohio <i>See Adv. P. 170</i>	Healthizer 100, 150, 200	Floor, portable	Stroke adjust.	$\frac{1}{2}$ hp.	2" applicator, 4 applicator, hand grips		150	125.00 120.00 135.00
<b>McDowell Mfg. Co.</b> Box 5840, Millvale Branch, Pittsburgh, Pa.	McCoy's Healthway Motor <i>See Adv. P. 5</i>	Portable	Three stroke adjust.		1 wide, 1 narrow applicator, anchor strap (foot massage attachment extra)			85.00
<b>R-F Electrical Mfg. Co.</b> Augusta, Kansas <i>See Adv. P. 188</i>	The Vitalizer The Vitalizer	Portable Pedestal	Stroke selection Stroke selection		Belts Belts	Colors or crackle finish duco Colors or crackle finish duco		109.50 128.50
*Prices are F.O.B. Augusta, Kan.								
<b>Sanitarium Equipment; Battle Creek, Mich.</b>	Battle Creek Health Builder, Universal Home Model Battle Creek Health Builder, Athletic Model	Portable Floor	Variable speed, stroke control Variable speed, stroke adjust. $\frac{1}{2}$ to 5.		Combination belt Wide, narrow belts, hand grips, abdominal applicator	French gray, sea green, orchid or venetian sand		150.00 225.00
* Special pedestal, \$30. Wall plate, \$10. De Luxe Cabinet Model, \$350.								
<b>Savage Arms Corp.</b> Utica, N. Y. <i>See Adv. P. 40</i>	Savage Health Motor	Portable	Pressure on tapered elastic belt controls vibration	$\frac{1}{2}$ hp.	Tapered elastic belt, slip cover	Alum. case, alum. satin finish	45	122.50
<b>L. L. Scott, Inc.</b> 2924-2926 S. Broadway St. Louis, Mo.	Health-Glo Body Conditioner	Pedestal cabinet	Belt adjust.	$\frac{1}{2}$ hp. General Electric	1 wide 1 narrow band, anchor strap	Light green, mahogany, walnut, or sand, "Kristol"		125.00
<b>Tower Mfg. Corp.</b> 122 Brookline Ave. Boston, Mass.	Tower Exerciser and Reducer *D.C. Model, 89.50.	Portable		No. $\frac{1}{2}$ hp. (A.C.) Gen. Elec. and Westinghouse	Body strap, head strap, slip cover	Pastel shades	48	79.50
<b>Zylarator Corp.</b> Detroit, Mich.	Zylarator, ZY	Floor portable	Two speeds	$\frac{1}{2}$ hp.	4" belt, 2" belt, hand grips		85	135.00

## Health Lamps

( Home Types Delivering Sunshine Equivalent—Infra-Red and True Ultra-Violet Rays. For Incandescent Therapeutic Lamps see p. 131 )

Manufacturer	Trade Name and Model Number	Type	Height	Adjustment, Control	Crated Weight	Retail Price
<b>Charles A. Branston, Inc.</b> 297 Washington St. Buffalo, N. Y.	Bransun—4 Bransun—5 Bransun—10 Home Model	Carbon arc Carbon arc Twin carbon arc	(Table model) 24" to 68" 24" to 68"	Automatic carbon adjust. Automatic carbon adjust. Automatic carbon adjust.	9 17 30	\$43.50 54.00 112.50
<b>Cincinnati Automatic Machine Co.,</b> Oakley, Cincinnati, Ohio	Carboray—A	Carbon arc	Adjustable	Manual carbon adjust., time control optional	31	100.00
<b>Fisher &amp; Company, H. G., Inc.</b> 2323-2337 Wabansia Ave. Chicago, Ill.	Fischer—M	Twin carbon arc	Adjustable	Semi-automatic carbon adjust.	21	48.50
<b>Joseph Gelb</b> 250 W. 54th St. New York, N. Y.	Spectro Sunshine Health—A Spectro Sunshine—AA Spectro Sunshine—B Spectro Sunshine—D Spectro Infra-Red	Twin carbon arc Twin carbon arc Twin carbon arc Twin carbon arc Carbon arc	Adjustable Adjustable Adjustable Adjust. cabinet model Adjustable	Automatic carbon adjust., special timer	Under 100 Under 100 Under 100 Under 100 Under 100	95.00 95.00 135.00 200.00 85.00
<b>Hanovia Chemical &amp; Mfg. Co.</b> Chestnut St. at N. J. R.R. Ave. Newark, N. J. *For D. C., \$115.	Alpine Sun Lamp Luxor	Mercury-Quartz (A.C.)* Mercury-quartz	(Table model) Adjustable			150.00 300.00
<b>Interstate Electric Co.</b> 4339 Dunean Ave., St. Louis, Mo. <i>See Adv. P. 187</i>	Handy Sun	Carbon Arc	Adjustable	Time, adjustment, automatic carbon adjust.		75.00

# Health Lamps—Continued

# Appliance

Manufacturer	Trade Name and Model Number	Type	Height	Adjustment, Control	Crated Weight	Retail Price
<b>Paul E. Johnson, Inc.</b> 1824 S. Albert St., Chicago, Ill.	Sunshine, 27	Vertical twin carbon arc	Table or wall	Auto. time control		\$32.50
	Sunshine, 99	Vertical twin carbon arc	Adjustable stand	Auto, time control Auto. carbon adjust.		99.50
<b>National Carbon Company, Inc.</b> 117th St. at Madison Ave. Cleveland, Ohio	Eveready Sunshine—T-1	Twin carbon arc	Adjustable	Automatic carbon adjust., time control switch	100	137.50
<b>National Health Appliance Corp.</b> 1676 N. Claremont Ave. Chicago, Ill.	Health Builder	Carbon arc	Adjustable	Semi-automatic carbon adjust.	21	48.50
<b>Perfex Electric Company</b> 122-124 Southard Ave. Toledo, Ohio	Perfex Sun Lamp—A	Carbon arc	Adjustable	Time control		95.00
	Perfex Sun Lamp—B	Carbon arc	Adjustable	Time control		125.00
	Perfex Sun Lamp—C	Carbon arc	Adjustable	Time control		55.00
<b>Leo F. Robertson, Inc.</b> 532 W. 22nd St. New York, N. Y.	Model J	Twin carbon arc	Adjustable	Automatic carbon adjust.		50.00
	Model E	Carbon arc	Adjustable	Automatic carbon adjust.		45.00
<b>Russell Electric Company</b> 340 W. Huron St. Chicago, Ill.	Uvilite—C	Carbon arc	Up to 72" Up to 73"	Manual carbon adjust.	32	85.00
<b>Sanitarium Equipment Co.</b> Battle Creek, Mich.	Battle Creek Solar—R-40	Carbon arc	35" to 70"	Manual carbon adjust.	85	150.00
	Battle Creek Super Solar—S-3	Carbon arc	Up to 6'	Automatic carbon adjust.	175	250.00
	Battle Creek Veelite—V-3	Carbon-arc	Up to 50"		35	35.00
<b>U. V. R. Laboratories</b> 419 4th Avenue New York, N. Y.	Home Sun Lamp	Mercury-quartz	Adjustable (Cabinet model)			*(A.C.) 225.00
	Single Sun	Mercury-quartz	Adjustable (Semi-cabinet)			*(A.C.) 225.00
	Portable Sun Lamp	Mercury-quartz	Adjustable (Carrying case)			†(D.C.) 225.00
*D.C. models, \$200; Universal models, \$275. †Universal model, \$250.						
<b>Kny-Scheerer Corp. of America</b> 10-14 W. 25th St. New York, N. Y.	Kayess—G-2000	Infra-Red	Up to 60"	Manual adjust., time control optional		150.00
	Kayess—G-2210	Mercury-Quartz (A.C.)*	Up to 60"	Manual adjust., time control optional		440.00
	Kayess—G-2038	Carbon-arc	Up to 48"	Manual adjust., time control optional		55.00
	Kayess—G-2040	Carbon arc	Up to 58"	Manual adjust., time control optional		95.00
	Kayess—G-2042	Carbon arc	Up to 60"	Manual adjust., time control optional		125.00
*D.C. model, \$315.						
<b>H. B. Woerner</b> Terre Haute, Ind.	N-P-1	Carbon arc	Adjustable	Manual carbon adjust.		20.00
<b>M. J. Wohl &amp; Co., Inc.</b> 40th Ave. at 10th St. Long Island City, N. Y.	Clinical Sun, PDP	Carbon Arc	Adjustable or wall bracket	Requires chain-pull every 3-4 mins.		65.00
	Clinical Sun, PDA	Carbon Arc	Adjustable or wall bracket	Automatic carbon adjust.		85.00
	Tourist Sunshine Lamp, TS	Carbon Arc	Portable (Collapsible stand \$11 extra)			39.00

## Heaters, Portable and Stationary

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
<b>Acme Electric Heat. Co.</b> 1217 Washington St. Boston, Mass.	Sun Rose—606	Portable radiant	12 $\frac{1}{2}$ copper bowl	600	110	Detachable cord	Mahogany duco	\$6.00
	Acme—Series A	Portable convection	12x27	1500, 3000 and 4500	110 or 220	1 or 3-heat switch	Aluminum or gold	25.00 to 45.00
	Acme—Series B	Floor type convection	23x27	3,000 to 12,000	110 or 220	1, 3 or 6-heat switch	Aluminum or bronze	45.00 to 112.00
	Acme—Series C	Portable convection	10x23	800 or 1200	110 or 220	1 or 3-heat switch	Aluminum or gold	20.00 to 28.00
	Acme—Series D	Wall insert	10x30	1500	110 or 220	3-heat switch	Bronze or aluminum	50.00
	Acme—Series D	Wall insert	30x18	3000	110 or 220	3-heat	Bronze or aluminum	65.00
	Acme—Series E	Portable steam	38x26x20	1000 to 2700 (Elements: Acme)	110 or 220	3-heat switch	Bronze or aluminum	45.00 to 60.00
<b>Adams Bros. Mfg. Co.</b> 1500 Fayette St. Pittsburgh, Pa.	Adams Cheerful—13-E	Wall insert	18x14	1300	110 or 220	1-heat switch	White porcelain enamel—and colors to match tile	26.00
(Element: Chromel A)								
<b>American Metal Spec. Co., 3 Appleton St., Boston Mass.</b>	Ameco	Portable radiant	14-in. cylinder 10-in. dia.	660 880 1000	110-120 110-120	None	Nickel and blue steel Copper, nickel	5.95 7.50
<b>Anderson-Pitt Corp.</b> 209 Goodrich Place Kansas City, Mo.	Anderson-Pitt—612	Portable radiant	12-in. copper bowl	660	110-120	None	Buff enamel	7.50
	Anderson-Pitt—914	Portable radiant	14-in. copper bowl	1000	110-120	None	Buff enamel	West of Denver 8.00
	Anderson-Pitt—2914	Portable radiant	14-in. copper bowl	1000	220	None	Buff enamel	10.00
	Anderson-Pitt—A-612-S	Portable radiant	12-in. copper bowl on adjustable high stand	660	110-120	None	Chromium plate	10.50 West of Denver 11.00 25.00
(Elements: Chromel A, Nichrome IV)								
<b>Automatic Electric Heater Co.</b> 1505 Race St. Philadelphia, Pa.	Sepco—AE-215	Radiant portable		1500	Standard	Switch		
	Sepco—AE-115	Convection portable		1500	Standard	Switch		
	Sepco—AE-115	Portable convection		3000	Standard	Switch		
	Sepco—AE-260	Portable radiant		660	110	None		
	Sepco—AE-160	Portable convection		660	110	None		
	Sepco—AB-260	Wall insert Radiant convection		660	110	1-heat switch	White porcelain	

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
<b>Automatic Electric Heater Co.—Continued</b>	Sepco—AB-160	Wall insert convection		660	110	1-heat switch	White porcelain	
	Sepco—AD-230	Fireplace insert radiant convection		3000	Standard	Switch		
(Elements: Nichrome IV)								
<b>H. A. Bame</b> 101 Park Ave New York, N. Y. (U. S. agent for Berry's, Ltd.)	Magicoal—3	Fire effect only	Grate widths: 17, 20, 24, 27	40	110-120		Half polished or black	\$78.00, \$84.00, 95.00, 105.00
	Magicoal—7	Fire effect only	Grate widths: 20, 24	40	110-120		Half polished, an- tique brass, Adam ornaments	98.00, 103.00
	Magicoal—4	Fire effect only	Grate widths: 17, 20, 24, 27	40	110-120		Wrought iron, half polished or black	70.00, 76.00, 82.00, 88.00
	Ascot Adam—2	Fire effect only	Grate width: 21	40	110-120		Black iron, period ornaments	75.00
	Jacobean—4A, 5A, 6A	Fire effect only	Grate widths: 16, 20, 24	40	110-120		Antique steel	85.00, 95.00, 105.00
	Georgian—1A, 2A, 3A	Fire effect only	Grate widths: 17½, 21½, 25½	40	110-120		Plated steel	120.00, 140.00, 160.00
	Sunblaze	Heat and fire effect	Grate widths: 15, 18	600-1000	110-120		Brass, polished steel	55.85
	Sunblaze	Heat and fire effect	Grate widths: 15, 18	1200-3000	110-120		Brass, polished steel	60.90
	Sunblaze—20	Heat and fire effect	Grate widths: 15	600, 750, 1000	110-120		Polished steel	85.00
	Jacobean— 44, 55, 66, 77	Heat and fire effect	Grate widths: 16, 20, 24, 28	600, 1000, 1500, special	110-120		Wrought iron, an- tique	*125.00, 135.00, *145.00, 155.00
	Georgian—1, 2, 3	Heat and fire effect	Grate widths: 17½, 21½, 25½	600, 1000, 1500 special	110-120		Plated steel	*160.00, 180.00, *200.00
	Tudor Rose—203	Heat and fire effect	Grate width: 23	600, 1000, 1500, special	110-120		Steel armour	*335.00
	Adam—8	Heat and fire effect	Grate width: 30	600, 1000, 1500, special	110-120		Plated steel	*255.00
	Queen Ann—11 Queen Ann—9 (no grate included)	Heat and fire effect Fire effect only	Grate width: For 12-15 in. grate	600, 1000,	110-120		Plated steel (Coal and elect. equip.)	*295.00 42.00
	Queen Ann—12 (no grate included)	Fire effect only	For 15-18 in. grate				(Coal and elec. equip.)	46.00
	Queen Ann—15 (no grate included)	Fire effect only	For 18-21 in. grate				(Coal and elec. equip.)	50.00
	Queen Ann—18 (no grate included)	Fire effect only	For 21-24 in. grate				(Coal and elec. equip.)	54.00
*If no heat or fire back desired, deduct \$40.00.								
<b>Bay Ridge Specialty Co.</b> 682 Stokes Ave. Trenton, N. J.	R—23	Wall	9x9x4	660	110	Switch	China case, chrome reflector	38.50
<b>Beardsley &amp; Wolcott Mfg. Co.</b> Waterbury, Conn.	Torrid—H-084	Portable convection	14-in. cylinder, 10-in. dia.	660	110	1-heat switch in plug	All brass	10.00
	Torrid—H-075	Portable convection	14-in. cylinder, 10-in. dia.	660	110	None	Brass and Gun metal	9.00
	Torrid—H-016	Portable radiant	12-in. copper bowl	660	110	None	Bronze	4.50
<b>Bossert Corp.</b> Utica, N. Y. (Elements: Bossert)	Bossert Duplex	Portable Convection	18½x13½	660-1000	110	Two heat switch	Polished brass, nickel, lacquered	10.00
	Bossert De Luxe	Portable radiant	14 in. copper bowl	660	110-115	None	Olive green lacquer, polished copper	
<b>Buffalo Gas Radiator Corp.</b> N. Tonawanda, N. Y.	Niagara—90	Portable convection	12x24x6½	900	100 or 220	3-heat switch	Furniture steel	
	Niagara—150	Portable convection	12x28x6½	1500	110 or 220	3-heat switch	Furniture steel	
	Niagara—200	Portable convection	12x28x6½	2000	110 or 220	3-heat switch	Furniture steel	
	Niagara—62	Portable convection	20x18x7½	900	110 or 120	3-heat switch	Cast iron radiators	
	Niagara—81	Portable convection steam radiator	20x23x4½	1000	100 or 220	3-heat switch	Cast iron radiators	
	Niagara—82	Portable convection steam radiator	20x23x7½	1330	110 or 220	3-heat switch	Cast iron radiators	
	Niagara—102	Portable convection steam radiator	20x28x7½	1670	110 or 220	3-heat switch	Cast iron radiators	
	Niagara—103	Portable convection steam radiator	22x28x9	2000	110 or 220	3-heat switch	Cast iron radiators	
	Niagara—143	Portable convection steam radiator	22x38x9	3000	100 or 220	3-heat switch	Cast iron radiators	
	Niagara—203	Portable convection steam radiator	22x53x9	4000	110 or 220	3-heat switch	Cast iron radiators	
<b>Carmean Electric Co.</b> Kansas City, Mo.	Carmean—2A	Portable convec- tion, fan circulation	13	1100	110	Switch for fan or heat independent	Oxidized copper	29.00
	Carmean—1A	Portable convec- tion, fan circulation	16x13x9	4000	220	Switch for fan or heat independent	Oxidized copper	50.00
	Carmean—3A	Convection, fan circulation	16	4000	220	Switch for fan or heat independent	Black	45.00
(Elements: National, Harris)								
<b>Case Electric Corp.</b> Marion Elec. Div. Marion, Ind.	Ev'ryday—106-B	Portable radiant	12½-in. bowl	650 (Elements: Nichrome)	110	None	Bronze or black	3.70
<b>Central Flatiron Mfg. Co.</b> Johnson City, N. Y.	Durable—151	Portable radiant	14x14 copper cove type	1000	110	None	Black	11.00
	Durable—150	Portable radiant	14x12 copper cove type	660	110	None	Black	10.00
(Elements: Nichrome: Nichrome IV)								
<b>Chicago Electric Mfg. Co.</b> 2801-35 S. Halsted St. Chicago, Ill.	Handy Hot—Z-1	Portable radiant	12½ in. copper plated bowl	645 bayonet element	110	None	Mottled, antique green duco	5.65
	Handy Hot—Z-30	Portable radiant	11½ in. copper plated bowl	645	110, bayonet element	None	Red, green or blue and gold	2.50
	Handy Hot—Z-8	Portable radiant	12½-in. copper plated bowl	645, screw element	110	None	Mottled brown duco	5.65
	Handy Hot—Z-38	Portable radiant	12½-in. copper plated bowl	645, bayonet element	110	None	French plastic blue or red and gold	6.25
(Elements: Chromel, Nichrome)								



# Heaters, Portable and Stationary—Continued

# Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Cincinnati Victor Co. 712 Reading Road Cincinnati, Ohio	Victor—1	Portable radiant	12-in. copper bowl	550	110	None	Green	\$2.25
	Victor—1	Portable radiant	12-in. copper bowl	550	110	None	blue, green, ivory, or royal manohu Bronze	2.50
	Cincinnati—2	Portable radiant	11½-in. copper bowl	550	110	None	Green	3.00
	Junior—3	Portable radiant	9-in. copper bowl	550	110	None	Bronze and colors	1.60
	Imperator—4	Portable radiant	14-in. copper bowl	600	110	None		7.50
(Elements: Chromel A; Chromel C.)								
Colonial Fireplace Co. 4611 Roosevelt Road Chicago, Ill.	Glo-Hot	Fireplace grate with coals Glo-bar unit	22x24x12	2000 1500 1000	110 or 220	2-circuit switch heat and light	Black, steel, Japan bronze or old brass	65.00 to 105.00
Cook Electric Heating Co. 717 Frankfort Ave. Cleveland, Ohio	Cook—1	Portable convection	15x20x3½	1000	110	1-heat switch	Aluminum	35.00
	Cook—2	Portable convection	15x20x3½	2000	220	3-heat switch	Aluminum	50.00
	Cook—3	Portable convection	19x24x4	3000	220	3-heat switch	Aluminum	65.00
	Cook—4	Portable convection	19x24x4	4000	220	3-heat switch	Aluminum	75.00
Cooley Mfg. Co. Sandusky, Ohio	O'Kay—1730	Portable radiant convection	16x10x8 cove type	640	110	2-heat switches	Antique finish—nickel trim	9.00
	O'Kay—1732	Portable radiant convection	16x10x8 cove type	1000	110	2-heat switches	No. 1731—all nickel	10.00
							Antique finish—nickel trim	10.00
No. 1733—all nickel								
Cramblet Eng. Co. 286 Milwaukee St. Milwaukee, Wisc.	Evenheater	Wall bracket convection	23-8 dia. cylinder	660	110	Thermostat 1-heat	Galvanized	48.00
	Evenheater	Wall bracket convection	23-8 dia. cylinder	1000	110	Thermostat 1-heat	Galvanized	55.00
	Evenheater	Wall bracket convection	23-8 dia. cylinder	500, 1000, 1500	110-220	1 heat	Galvanized	30.00
	Evenheater	Wall bracket convection	32-8 dia. cylinder	1500	110-220	3 heat switch	Galvanized	40.00
Dominion Elec. Mfg. Co. 712-22 Ontario Ave., W. Minneapolis, Minn.	Domino Deluxe—60	Portable radiant	13-in. copper bowl		110	None	Cream bronze	5.00
	Domino De Luxe Twin Unit—60-2B	Portable radiant	13-in. copper bowl		110	None	Cream bronze	7.50
	Justrite—59	Portable radiant	10½-in. copper bowl		110	None	Cream bronze	3.50
	Domino—58	Portable convection	12½x9		110	None	Nickel	7.50
(Elements: Chromel A, Nichrome IV)								
Double Heat Elec. Heater Co., 33 W. 42 St. New York, N. Y.	Double-Heat—1	Portable convection Conduction and radiant	14-in. copper bowl	660	HO, 220 or 32	None	Brown and maroon	12.00
(Element: Nichrome)								
Eagle Electric Mfg. Co. 59 Hall St. Brooklyn, N. Y.	Eagle Gloheater—500	Portable radiant	12 in. copper	600	110-120	None	Brown enamel	4.50
Edison Electric Appliance Co., 5600 W. Taylor St. Chicago, Ill.	Hotpoint—Madrid-110-A-56	Portable radiant	14-in. copper plated steel reflector, 30-in. high	1,000	100, 110, 120, 200, 220 or 240	None	Wrought iron, black, gold, bronze trim.	11.50
	Hotpoint—Alhambra-156-A-15	Portable radiant	14-in. copper plated steel reflector	630	100, 110, 120, 200, 220 or 240	None	Tangrae	8.50
	Hotpoint—Valencia-116-A-40	Portable radiant	14-in. copper plated steel reflector	630	100, 110, 120, 200, 220 or 240	None	Fairway green	7.00
	Hotpoint—Seville-116-A-41	Portable radiant	14-in. copper plated steel reflector	630	100, 110, 120, 200, 220 or 240	None	Crackled green	10.00
	Hotpoint—Hedlite-146-A-31	Portable radiant	11-in. copper plated steel reflector	630	100, 110, 120, 200, 220 or 240	None	Mahogany finish	5.00
	Hotpoint—Barcelona-110-A-52	Portable radiant	14-in. copper plated steel reflector	1,000	100, 110, 120, 200, 220 or 240	None	Mahogany finish	10.00
	Hotpoint—133-A-12	Portable radiant	18½x30½x10	3,000	110 or 220	3-heat switches	Black enamel—nickel trim	44.00
	Hotpoint—133-A-36	Fireplace	25x13x21½x12½	3,200	110 or 220	2-heat switches	Black ebonite—bronze trim	86.00
	Hotpoint—132-A-35	Wall insert	20½x20½	2,000	110 or 220	3-heat, no switch	Hardware bronze	45.00
	Hotpoint—133-A-35	Wall insert	20½x27½	3,000	110 or 220	3-heat, no switch	Hardware bronze	55.00
	Hotpoint—134-A-35	Wall insert	20½x34½	4,000	220	3-heat, no switch	Hardware bronze	65.00
	Hotpoint—135-A-35	Wall insert	20½x41½	5,000	220	3-heat, no switch	Hardware bronze	75.00
	Hotpoint—136-A-35	Wall insert	20½x47½	6,000	220	3-heat, no switch	Hardware bronze	85.00
	Hotpoint—111-A-39	Wall insert, radiant	19½x15	1,200	110 or 220	1-heat switch	White vitreous enamel	27.50
	Hotpoint—112-A-39	Wall insert, radiant	19½x19	2,000	110 or 220	1-heat switch	White vitreous enamel	32.50
	Hotpoint—132-A-38	Portable connection with feet	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Mahogany enamel	50.00
	Hotpoint—132-A-48	Port. connection with brackets	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Mahogany enamel	52.50
	Hotpoint—133-A-38	Port. connection with feet	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Mahogany enamel	58.00
	Hotpoint—133-A-48	Port. connection with brackets	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Mahogany enamel	60.50
	Hotpoint—135-A-38	Port. connection with feet	22½x41½x9½	5,000	220 only	3-tumbler switches	Mahogany enamel	82.00
	Hotpoint—135-A-48	Port. connection with brackets	22½x41½x9½	5,000	220 only	3-tumbler switches	Mahogany enamel	84.50
	Hotpoint—142-A-38	Port. connection with feet	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone green	53.50
	Hotpoint—142-A-48	Port. connection with brackets	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone green	56.00
	Hotpoint—143-A-38	Port. connection with feet	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone green	63.00

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
<b>Edison Electric Appliance Co.—Continued</b>	Hotpoint—143-A-48	Port. connection with brackets	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone green	\$65.60
	Hotpoint—145-A-38	Port. connection with feet	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone green	88.50
	Hotpoint—145-A-48	Port. connection with brackets	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone green	91.00
	Hotpoint—152-A-38	Port. connection with feet	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone tan	53.50
	Hotpoint—152-A-48	Port. connection with brackets	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone tan	56.00
	Hotpoint—153-A-38	Port. connection with feet	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone tan	63.00
	Hotpoint—153-A-48	Port. connection with brackets	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone tan	65.50
	Hotpoint—155-A-38	Port. connection with feet	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone tan	88.50
	Hotpoint—155-A-48	Port. connection with brackets	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone tan	91.00
	Hotpoint—162-A-38	Port. connection with feet	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone blue	53.50
	Hotpoint—162-A-48	Port. connection with brackets	22½x20½x9½	2,000	110 or 220	2-tumbler switches	Two tone blue	56.00
	Hotpoint—163-A-38	Port. connection with feet	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone blue	63.00
	Hotpoint—163-A-48	Port. connection with brackets	22½x27½x9½	3,000	110 or 220	3-tumbler switches	Two tone blue	65.50
	Hotpoint—165-A-38	Port. connection with feet	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone blue	88.50
	Hotpoint—165-A-48	Port. connection with brackets	22½x41½x9½	5,000	220 only	3-tumbler switches	Two tone blue	81.00
(Elements: Nichrome, Chromel A)								
<b>Electraheat Sales Co., Inc.</b> Arcade Bldg. St. Louis, Mo.	Electraheat Circulator 963		24x11x9	975-650	115	Two heat switch	Agatone, walnut, mahogany, green	48.00
<b>Electrohot Mfg. Co.</b> 525 S. 4th St. Minneapolis, Minn.	Electrohot—E-60	Portable radiant	12½-in. copper bowl		110	None	Gray enamel	5.00
(Element: Nichrome IV)								
<b>Electric Heating &amp; Mfg. Co.</b> 6th Ave. North at Harrison Seattle, Wash.	Apfel's	Wall insert	18½x14½x4½ recess required	1,000 or 1,200		3-heat switch	Stat. bronze or nickel	25.00; 1,200 watts, 30.00
	Apfel's	Wall insert	18½x14½x4½ recess required	1,500 or 1,800		3-heat switch	Stat. bronze or nickel	33.00; 1,800 watts, 35.00
	Apfel's	Wall insert	18½x30½x4½ recess required	2,000 or 2,500		3-heat switch	Stat. bronze or nickel	40.00; 2,500 watts, 45.00
	Apfel's	Wall insert	18½x30½x4½ recess required	3,000, 3,500 or 4,000	Any standard	3-heat switch	Stat. bronze or nickel	50.00; 3,500 watts, 55.00
	Apfel's	Portable, base-board, convection radiant	7x20x4	660 or 1,200	110-120	None	Nickel and gray enamel	4,000 watts, 60.00
	Apfel's	Portable convection radiant		1,200 to 8,000		3-heat switch	Nickel or stat. bronze nickel trim	18.00
	Apfel's	Portable convection		1,200 to 8,000		3-heat switches	Nickel or stat. bronze nickel trim	22.00 to 80.00 to 65.00
<b>Electric Steam Radiator Co.,</b> 513 Stewart St. Seattle, Wash.	Corto and Electro Vapor	Portable steam	Standard cast iron radiator sizes	1500, 2500, 3500	120-240	3-heat switch	Enamel	55.00 65.00 75.00
<b>Esler Electric Mfg. Co.</b> Marion, Ind.	Comfy Coil	Portable radiant	8-in. cove type, with foot rail cast aluminum		110	None	Aluminum polished	7.50
	Comfy coil	Portable radiant	8-in. cove type, with foot rail, cast iron		110	None	Enamel	5.00
<b>Everho Electric &amp; Mfg. Co.</b> 116 Llewellyn St. Los Angeles, Cal.	Ready Heat, H—20	Portable convection	Dia. 10½ in.	2000	220	3-heat switch	Grey enamel	18.50
	Ready Heat, H—30	Portable convection	Dia. 13 in.	3000	220	3-heat switch	Grey enamel	22.50
(Element: Chromel A; Nichrome IV)								
<b>Favorite Stove and Range Co.</b> Piqua, Ohio	Favorite	Portable radiant	12x13½x6	Globar unit	110	None	Statuary bronze	Not given
<b>Fitzgerald Mfg. Co.</b> Torrington, Conn.	STAR-Rite—C-452	Portable radiant	14-in. copper bowl	630	110-120, 220-250	None	Green gold	6.50
(Element: Nichrome)								
<b>A. C. Gilbert Co.</b> New Haven, Conn.	Polar Cub—B100	Portable radiant	11 in. copper bowl	600	110	None	Burnished copper, black base	2.95
<b>Gold Seal Electric Co.</b> 7480 Stanton Ave. Cleveland, Ohio	Gold Seal—25	Portable radiant	14-in. copper bowl		110	None	Brown duco	5.00; west of Rockies, 6.00
(Element: Nichrome IV)								
<b>Graybar Electric Co.</b> Lexington Ave. & 43rd St. New York, N. Y.	Graybar—5	Portable radiant	10-in. copper bowl	550	110	None	Radio bronze	4.75
	Graybar—75	Portable radiant	14-in. copper bowl	640	110	None	Radio bronze	7.50
(Element: Chromel A)								
<b>Great Northern Mfg. Co.</b> 536 Lake Shore Drive Chicago, Ill.	E—510	Portable radiant	11½-in. reflector	645				2.50
	E—512	Portable radiant	12½-in. reflector	645				5.50
<b>Hersh Electric Specialty Co.,</b> 3320 Fond du Lac Ave. Milwaukee, Wis.	Hersh Duplex—1200	Wall insert	18½x15x4½	1760	110-220	2-heat	White porcelain enamel	27.50
	Hersh—III	Wall insert	17½x16½x4½	880	110	1-heat	Bakelite enamel	22.50
	Hersh Duplex—Log-424	Fireplace log—Light and heat	18½x24x12	2,000	110 or 220	1-heat	Natural log, Bakelite enamel	40.00 44.00
	Hersh Duplex—Log 421	Fireplace log	18½x21x12	2,000	110 or 220	1-heat	Natural log Bakelite enamel	35.00

# Heaters, Portable and Stationary—Continued

# Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
<b>Hersh Electric Spec. Co.—Continued</b>	Hersh Duplex—Log-718	Fireplace log	18½x18x12	1,300	110 or 220	1-heat	Natural log	\$33.00
	Hersh Duplex—Log 721	Fireplace log	18½x21x12 (Element: Chromel A)	1300	110-220	1-heat	Bakelite enamel Natural log	35.00
<b>Hot Glow Electric Mfg. Co.,</b> 1511 Niagara St. Buffalo, N. Y.	Hot Glow—7	Portable radiant	13-in. copper bowl	550 (Element: Chromal A)	110-120	None		\$6.00
<b>Hynes &amp; Cox Electric Corp.,</b> 406 N. Pearl St. Albany, N. Y.	Hynes & Cox	Wall insert	11x24	2,000 (Elements: Nichrome, Nichrome IV)	110, 220 or 440	1- or 3-heat switch	Black Japan, nickel or copper	Not given
<b>William H. Jackson Co.</b> 2 W. 47th St. New York, N. Y. See Adv. P. 187	Jackson	Wall insert	15½x15½x3	1,000 or 2,000 (Element: Chromal A)	110 or 220	None	Nickel and tile	30.00, 40.00, 50.00
<b>Landerman-Cassels Mfg. Co.,</b> 55 W. 42 St. New York, N. Y.	Elektra-Steam	Portable steam	Various sizes	1250, 1500, 2000 or up (Element: Chromalox)	110	3-heat switch	Imitation wood or colored enamel	125.00 and up
<b>Landers, Frary &amp; Clark</b> New Britain, Conn.	Universal—E-9954	Portable radiant	14-in. copper bowl	625	110	None	Dark Bronze enamel	7.50
	Universal—E-9927	Portable radiant	12½-in. copper bowl	625	110	None	Mahogany red	4.95
	Universal—E-9910	Portable radiant	10-in. copper bowl	625	110	None	French gray	4.50
	Universal—E-9937	Portable radiant	14-in. copper bowl	625	110	None	Stat. bronze	7.50
	Universal—E9911	(Same as 9910 but finished in Ivory)						4.50
	Universal—E9917	(Same as 9910 but finished in mahogany red)						4.50
<b>Lawson Mfg. Co.</b> 300 Lexington Ave. Pittsburgh, Pa.	Lawson—205	Wall insert	14x15 (frame)	1,000			White and colored vitreous enamel	22.50, colored, 25.50
	Lawson—200	Portable radiant	14½x12½	660	110-120	None	Black crystallized lacquer, nickel trim	10.00
<b>Liberty Gauge &amp; Instrument Co.</b> Cleveland Co.	Liberty Golden Glow—1101	Portable radiant	13-in. bowl	625	110		Bronze	4.65
	Liberty Golden Glow—1101-C	Portable radiant	13-in bowl	625 (Element: Nichrome)	110		Lettuce green, orchid, ivory, rose	4.95
<b>Lindemann &amp; Hoverson Co., A. J.</b> Milwaukee, Wis. See Adv. P. 178	L. & H. Electrics—402	Portable radiant	14-in. square bowl, copper	630	110	None	Two-tone amber	9.00
	L. & H. Electrics—403	Portable radiant	14-in. square bowl, copper	1,000	110	None	Two-tone amber	9.75
	L. & H. Electrics—401	Portable radiant	12-in. square bowl, copper	630	110	None	Two-tone amber	7.00
	L. & H. Electrics—400	Portable radiant	10-in. copper bowl	630	110	None	Two-tone amber	5.00
	L. & H. Electrics—901	Portable convection	19x19½x7	1,000	115-125	3-heat switch	Mahogany porcelain	27.50
	L. & H. Electrics—902	Portable convection	19x19½x7	2,000	115-125	3-heat switch	Mahogany porcelain	31.00
	L. & H. Electrics—903	Portable convection	19x31x7	3,000	115-125	3-heat switch	Mahogany porcelain	40.00
	L. & H. Electrics—911	Portable convection	19x19½x7	1,000	220-240	3-heat switch	Mahogany porcelain	27.50
	L. & H. Electrics—912	Portable convection	19x19½x7	2,000	220-240	3-heat switch	Mahogany porcelain	31.00
	L. & H. Electrics—913	Portable convection	19x31x7	3,000	220-240	3-heat switch	Mahogany porcelain	40.00
	L. & H. Electrics—914	Portable convection	19x31x7	4,000	220-240	3-heat switch	Mahogany porcelain	45.00
	L. & H. Electrics—915	Portable convection	19x42½x7	5,000	220-240	3-heat switch	Mahogany porcelain	62.25
	L. & H. Electrics—916	Portable convection	19x42½x7	6,000 (Elements: Chromal A)	220-240	3-heat switch	Mahogany porcelain	72.25
<b>Magnavox Company</b> 4250 Horton St. Oakland, Calif.	Magnavox—H-2 Section	Portable radiant	Rectangular brass reflector	660	110	None	Putty enamel	13.50
	Magnavox—H-3 Section	Portable radiant	Rectangular brass reflector	990	110	None	Putty enamel	20.00
	Magnaray—HC-2 to 6 sections	Portable convection	20½x16 to 48	2-section, 1,670; 3-section, 2,500; 4-section, 3,340; 5-section, 4,175; 6-section, 5,000	110-220	3-heat switch	Gray enamel	2-section, 30.00 Each additional section, 10.00
<b>Majestic Electric Appliance Co.</b> 1705 Allegheny Ave. Philadelphia, Pa. and 590 Folsom St., San Francisco, Calif.	Majestic—20-P	Portable convection	19x16½x8	2,000	220	3-heat switch	Nickel and Stat. bronze	42.50
	Majestic—30-P	Portable convection	19x24½x8	3,000	220	3-heat switch	Nickel and stat bronze	52.50
	Majestic—40-P	Portable convection	19x30½x8	4,000	220	3-heat switch	Nickel and stat. bronze	70.00
	Majestic—50-P	Portable convection	19x36½x8	5,000	220	3-heat switch	Nickel and stat. bronze	85.00
	Majestic—60-P	Portable convection	19x36½x8	6,000	220	3-heat switch	Nickel and stat. bronze	90.00
	Majestic—20-W	Wall insert	22½x16½x4	2,000	220	3-heat, no switch	Stat. bronze	42.50
	Majestic—30-W	Wall insert	22½x25x4	3,000	220	3-heat, no switch	Stat. bronze	52.50
	Majestic—40-W	Wall insert	22½x31½x4	4,000	220	3-heat, no switch	Stat. bronze	70.00
	Majestic—50-W	Wall insert	22½x37½x4	5,000	220	3-heat, no switch	Stat. bronze	85.00
	Majestic—60-W	Wall insert	22½x37½x4	6,000	220	3-heat, no switch	Stat. bronze	90.00
	Majestic—10-B	Wall insert	15½x13½x3	1,000	110	1-heat switch	White enamel	25.00
	Majestic—11-B	Wall insert	15½x13½x3	1,000	220	1-heat switch	White enamel	25.00
	Majestic—20-B	Wall insert	22½x13½x3	2,000	110	1-heat switch	White enamel	30.00
	Majestic—21-B	Wall insert	22½x13½x3	2,000	220	1-heat switch	White enamel	30.00
	Majestic—20-H	Wall bracket	17x16½x8	2,000	220	3-heat switch	Nickel and stat. bronze	42.50
	Majestic—30-H	Wall bracket	17x24½x8	3,000	220	3-heat switch	Nickel and stat. bronze	52.50
	Majestic—40-H	Wall bracket	17x30½x8	4,000	220	3-heat switch	Nickel and stat. bronze	70.00
	Majestic—50-H	Wall bracket	17x36½x8	5,000	220	3-heat switch	Nickel and stat. bronze	85.00



Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
<b>Majestic Electric Appliance Co.,</b> <i>Continued</i>	Majestic—60-H	Wall bracket	17x36½x8	6,000	220	3-heat switch	Nickel and stat. bronze	\$90.00
	Majestic—20	Wall insert	15½x15½x3½	650	110 or 220	1-heat switch	White enamel	20.00
	Majestic—15	Wall insert	20x14½x3½	1,000	110 or 220	2-heat switch	White enamel	30.00
	Majestic—40	Portable radiant	11-in. copper bowl	615	110	None	Stat. bronze	5.50
	Majestic—50	Portable radiant	12½-in. copper bowl, double shell	615	110	None	Crystal brown	7.50
	Majestic—60	Portable radiant	12½-in. copper bowl, double shell	1,000	110	None	Crystal brown	10.00
	Majestic—18	Wall insert	16x16	650	110-220	1-heat switch	Vitreous white	18.00
<b>Metal Ware Corp.</b> Two Rivers, Wis.	Empire—S-72	Portable radiant	12 in. copper bowl	660	110	None	Arabian bronze	4.75
<i>(Elements: Nichrome; Nichrome IV)</i>								
<b>Metropolitan Mfg. &amp; Electric Co.</b> 1163 Sedgwick St. Chicago, Ill.	Metro—6	Portable radiant	12-in. copper bowl	600	110	None	Crystal	4.50
<b>National Stamping &amp; Electric Works</b> 3212 W. Lake St. Chicago, Ill.	White Cross—232	Portable radiant	12-in. copper bowl	630	110	None	Green	4.50
<b>Prometheus Elec. Corp.</b> 360 West 13th St. New York, N. Y.	Prometheus—361	Wall insert	17x12x4½	1,000	110 or 220	3-heat, no switch	White vitreous enamel	40.00; nickel trim, 45.00
	Prometheus—362	Wall insert	17x12x4½	2,000	110 or 220	3-heat, no switch	White vitreous enamel	50.00; nickel trim, 55.00
	Prometheus—350	Wall insert	15x15x3½	800	110 or 220	3-heat, no switch	White vitreous enamel	25.00; nickel trim, 30.00
	Prometheus—351	Wall insert	15x15x3½	1,500	110 or 220	3-heat, no switch	White vitreous enamel	30.00; nickel trim, 35.00
	Prometheus—331	Floor or wall bracket convection	14½x16x4	1,000	110 or 220	3-heat switch	Aluminum finish	40.00
	Prometheus—332	Floor or wall bracket convection	14½x16x4	2,000	110 or 220	3-heat switch	Aluminum finish	50.00
	Prometheus—315	Floor	13x6x5	800	110-220	1-heat switch	Gold, silver, colors	18.00
	Prometheus—321	Floor	20x12x7	1,000	110-220	1-heat switch	Gold, silver, colors	25.00
<b>Rock Island Mfg. Co.</b> Rock Island, Ill.	Rayflector—81-A	Portable radiant	15-in. copper bowl	660	110	None	Crystal green enamel	8.00
	Rayflector—83-A	Portable radiant	15-in. copper bowl	660	110	Feed thru switch	Crystal green enamel	9.00
	Rinco—181-A	Portable radiant	12½-in. steel bowl	660	110	None	Crystal green enamel	3.75
	<i>(Elements: Chromel C; Nichrome II and III; Tophet C.)</i>							
<b>Rome Brass Radiator Corp.</b> 1 East 42nd St. New York, N. Y.	Robras—20—20	Portable steam cabinet on castors	Two sizes 26½x20, 4x11½	1,000 or 1,250	110	Automatic switch	Mahogany or walnut lacquer	Not given
	Robras—20—20	Portable steam radiator, direct type	Nine sizes	750 to 2,250	110	Automatic switch	Brushed brass	Not given
<b>Rome Mfg. Co.</b> Rome, N. Y.	Rome	Portable convection	18x10 cylinder	660	110	None	Copper nickel	10.00
	Rome	Portable radiant	14-in. copper bowl	660	110	None	Copper green	6.00
<b>Russel Electric Co.</b> 352 W. Huron St. Chicago, Ill.	Hold-Heeter—16-P	Portable radiant	13½-in. copper bowl	660	105-120	None	Mahogany bronze	6.50 dimpled reflector, 6.85
	Hold-Heeter—R-12	Portable radiant	12-in. copper bowl	660	105-120	None	Mahogany bronze	4.85
	Hold-Heet—181	Portable convection	7x12 cylinder	660	105-120	None	Blue steel and nickel	6.50
	Hold-Heet—191	Portable convection	7x12 cylinder	1,000	105-120	None	Blue steel and nickel	7.50
<b>Rutenber Electric Co.</b> Marion, Ind. <i>See Adv. 3rd cover.</i>	Marion—50	Portable radiant	13½-in. copper bowl	640	110	None	Maroon Lacquer	7.50
	Marion—501-Junior	Portable radiant	12-in. copper bowl	640	32-110 or 220	None	Copper, nickel and black japan	5.00
	Marion—35-C	Portable convection		1,000	110 or 220	3-heat	Copper, nickel and black japan	Not given
	Marion—35-E	Portable convection		1,500	110 or 220	3-heat	Copper, nickel and black japan	20.00
	Marion—35-F	Portable convection		2,000	110 or 220	3-heat	Copper, nickel and black japan	22.00
	Marion—35-H	Portable convection		3,000	110 or 220	3-heat	Copper, nickel and black japan	25.00
<b>Schleicher, Inc.</b> Gary, Ind.	Slyker Konvektair—660	Wall	9x25x3	660	110		Walnut or ivory	22.00
	Slyker Konvektair—660S	Wall	9x25x3	660	110		Walnut or ivory	22.00
	Slyker Konvektair—1000	Wall	9x25x3	1,000	110		Walnut or ivory	23.00
	Slyker Konvektair—1000-S	Wall	9x25x3	1,000	110		Walnut or ivory	23.00
	Slyker Konvektair—1400	Wall insert	26½x11x17½	1,400	110		Walnut or ivory	35.00
	Slyker Konvektair—1200	Portable convection	20x22x12	1,200	110	3-heat switch	Enameled white or walnut wood effect	75.00
	Slyker Konvektair—2400-L	Portable convection	20x40x12	2,400	220	3-heat switch	Enameled white or walnut wood effect	95.00
	Slyker Konvektair—2400-H	Portable convection	32x22x12	2,200	220	3-heat switch	Enameled white or walnut wood effect	95.00
	Slyker Konvektair—4800	Portable convection	32x40x12	4,800	220	3-heat switch	Enameled white or walnut wood effect	125.00
<b>Seymour Products Co.</b> Seymour, Conn.	Seymour	Portable convection	9x10-in. cylinder	660	110	None	Nickel plated	8.50
<b>F. W. Shepler Stove Co.</b> 1312 Sheffield St. Pittsburgh, Pa.	Radia Globar	Wall insert	14x14x3½	660, 1,000 or 1,500	110 or 220	None	White Enamel also special colors	25.00; west of Rockies, 27.00
	Radia Globar	Fireplace Log	3 sizes	1,000	110 or 220	Dual	Natural log color	36.50 to 56.50
	Radia Globar—110-PF	Portable radiant	Cove type	660	110	None	Nickel	10.00; west of Rockies, 11.00
	Radia Globar—110-PFS	Portable radiant	Cove type	660	110	Tumbler switch	Nickel	11.00; west of Rockies, 12.00
	Radia Globar—210-PF	Portable radiant	Cove type	1,000	110	None	Nickel	15.00; west of Rockies, 16.00
	Radia Glover—210-PFS	Portable radiant	Cove type	1,000	110-220	Tumbler switch	Nickel	11.00; west of Rockies, 12.00
<i>(Elements: Globar)</i>								

# Heaters, Portable and Stationary—Continued

## Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Simplex Division, Edison Elec. Appliance Co. 5600 W. Taylor St. Chicago, Ill.	Simplex Sunbowl—98	Portable radiant	14½-in. copper bowl	600	104-120, 210-230, 250	Detachable cord	Forest green	\$7.50
	Simplex Sunbowl—97	Portable radiant	14½-in. copper bowl	600	104-120, 210-230, 250	None	Forest green	7.00
	Simplex Sunbowl Junior—96	Portable radiant	10-in. copper bowl	600	104-120, 210-230, 250	None	Forest green	4.50
	Simplex Sunbowl DeLuxe—92	Portable radiant	14½-in. copper bowl	600	104-120, 210-230, 250	None	Black and gold	8.50
Sol Automatic Electric Steam Heater Co., 1620 Dexter Ave. Seattle, Wash.	Sol	Portable steam radiator	45 ft. of rad.	44 watts per ft. of rad.		Automatic Switch	Any desired	85.00
	Sol	Portable steam radiator	60 ft. of rad.	44 watts per ft. of rad.		Temperature Switch	Any desired	100.00
	Sol	Portable steam radiator	72 ft. of rad.	44 watts per ft. of rad. (Element: Tophet A)		Control Switch	Any desired	118.00
Standard Electric Stove Co. 1714 North 12th St. Toledo, Ohio	Standard—H-14	Portable radiant	18½x14x8	660-1,000	100, 110, 120, 130	1-heat	Olive green	10.00
Steinmetz Heating Co. 30 Church St. New York, N. Y.	Globar Steinmetz	Wall portable	18x17	1,000 or 1,500	110, 220 or 32	None	White enamel	25.00
	Globar Aetna	Fireplace log	13x20x11	1,000	110-120	None	Natural log color	20.00; west of Rockies, 25.00
	Pioneer	Electric grate	21-in.		110		Polychrome steel or silver	15.00
	Glo-Hot	Fireplace grade	24-in. wide	1,000-2,500	110-220		Steel, brass or bronze	87.50-140.00
Stoughton Mfg. Corp. Stoughton, Wis.	Hot Breeze—1	Portable open fan circulation	12x9x5	600	110	None	Nickel	6.00
	Hot Breeze—3	Portable convection	20x29x9 Art metal cabinet	3,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	37.00
	Hot Breeze—4	Portable convection	20x29x9 Art metal cabinet	4,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	43.00
	Hot Breeze—5	Portable convection	20x29x9 Art metal cabinet	5,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	48.00
Strait & Richards Fabyan Place Newark, N. J.	Gloglog	Fireplace log	14x16x8	2,000		1-heat switch	Natural oak log finish	52.00
	Gloglog	Fireplace log	15x20x9	2,000		1-heat switch	Natural oak log finish	37.00
	Gloglog	Fireplace log	16x24x9	2,000		1-heat switch	Natural oak log finish	42.00
	Gloglog	Fireplace log	20x30x11	3,000		1-heat switch	Natural oak log finish	55.00
Superior Electric Products Corp., 1300-1310 S. 13th St. St. Louis, Mo.	Super Lectric—99	Combination portable convection heater and hot plate	12½x8	1,210		Hotplate or heat can be used separately	Black japan, nickel	4.75
	Super Lectric—98	Portable convection	12½x8	660 (Elements: Nichrome)			Black japan, nickel	3.75
Swartzbaugh Mfg. Co. Toledo, Ohio	Everhot—H-2	Portable radiant	13½-in. copper bowl	600	110-120	Detachable cord	Bronze	6.95 West of Denver, 7.95
Universal Electric Log Co. 531 S. Peoria St. Chicago, Ill.	Universal	Fireplace logs, and grates	12x18x9 (Log) 12x22x9 (Log) 12x23x9 (Log) 12x28x9	100 500 1,000 1,500 (Elements: Nichrome)	110 or 220	Switches	Natural oak, log finish, andirons and grates Any finish	Not given
Utica Products, Inc. Utica, N. Y.	Utica	Portable convection, radiant	18½x10 cylinder	1,000	110	3-heat switch		\$15.00
	Utica	Portable convection, radiant	18x10 cylinder	660	110	None	Antique gold, two tone peach, blue, green or orange combination	10.00
	Utica	Portable convection, radiant	18x10 cylinder	1,000 (Elements: Nichrome IV)	110	None		12.50
Waage Electric Co. 5100 W. Ravenswood Ave. Chicago, Ill.	Sun Heat—130	Portable radiant	13½-in. copper bowl	660 (Element: Nichrome IV)	110	None	Bronze	5.50
Weir Electric Appliance Co., Oakland, Cal.	Weir Bath Room Heater	Insert, radiant and convection	19½x13½-in. grill	1,500	110-220	3-heat switch	White vitreous enamel (colors \$2.50 extra)	27.50
	Weir Junior Portable, J	Portable, radiant and convection	17x12x5	1,500	110-220	3-heat switch	Stat. bronze, gun metal, gray, or colored enamels	20.00
	Weir Fireplace Logs (L series)	Fireplace logs	Min. opening, 24x14x12	2,500, 3,000, 3,500 sizes	110-220	3-heat switch	Natural	(colors 2.50 extra) 80.00, 85.00, 90.00
	Weir Fireplace Logs (L series)	Fireplace logs	Min. opening, 32x14x12	4,000, 5,000, 6,000 sizes	220	3-heat switch	Natural	100.00, 105.00, 110.00
	Weir Andiron Heater (F series)	Fireplace insert	Min. opening, 18½x19½x8	2,500, 3,000, 3,500 sizes	110-220	3-heat switch	Bronze	85.00, 90.00, 95.00
	Weir Insert (I series)	Insert, radiant and convection	19½x23½-in. grill	2,000, 2,500, 3,000 sizes	110-220	3-heat switch	Stat. bronze, gun metal or gray (colors quoted)	45.00, 47.50, 52.50
	Weir Insert (I series)	Double Insert, radiant and convection	19½x42½x18½-in. grill	4,000, 5,000, 6,000	220	3-heat switch	Stat. bronze, gun metal or gray (colors quoted)	65.00, 70.00, 80.00
	Weir Portable (P series)	Portable, radiant and convection	18½x20½x9½	2,500, 3,000, 3,500	110-220	3-heat switch	Stat. bronze, nickel or gun metal	45.00, 50.00, 60.00
	Weir Portable (P series)	Heavy portable, radiant and convection	18½x37½x9½	4,000, 5,000, 6,000	220	3-heat switch	Stat. bronze, nickel or gun metal	70.00, 75.00, 80.00
	Weir De Luxe Portable (D series)	Portable, radiant and convection	18½x19½x8	2,500, 3,000, 3,500 (Elements: Nichrome IV)	110-220	3-heat switch	Solid bronze casting	85.00, 90.00, 95.00
Wesix, Incorporated Rialto Bldg. San Francisco, Calif.	Wesix—12-FWE	Wall insert	20x10x4	1,250	220	3-heat switch	White enamel	25.00
	Wesix—20-FWE	Wall insert	20x14x4	2,000	220	3-heat switch	White enamel	
	Wesix—10-F	Wall insert	20x10x5	1,000	220	3-heat, no switch	Stat. bronze	25.00
	Wesix—20-F	Wall insert	22½x16x5	2,000	220	3-heat, no switch	Stat. bronze	40.00
	Wesix—30-F	Wall insert	22½x24½x5	3,000	220	3-heat, no switch	Stat. bronze	55.00
	Wesix—40-F	Wall insert	22½x29½x5	4,000	220	3-heat, no switch	Stat. bronze	67.50
	Wesix—50-F	Wall insert	22½x38½x5	5,000	220	3-heat, no switch	Stat. bronze	80.00
	Wesix—60-F	Wall insert	23½x41½x5	6,000	220	3-heat, no switch	Stat. bronze	90.00

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Wesix, Inc.—Continued	Wesix—70-RC	Portable convection	17x45x7½	7,000	220	3-heat switch	Nickel	\$90.00
	Wesix—80-RC	Portable convection	17x50x7½	8,000	220	3-heat switch	Nickel	100.00
	Wesix—70-F	Wall insert	46½x22½x47½	220	220			100.00
	Wesix—80-F	Wall insert	46½x22½x47½	220	220			110.00
	Wesix—30-FP-DeLuxe	Fireplace	26-in. wide	3,000	220	3-heat switch	Stat. bronze	110.00
	Wesix—40-FP-DeLuxe	Fireplace	36-in. wide	4,000	220	3-heat switch	Stat. bronze	135.00
	Wesix—30-FPS	Fireplace	22-in. wide	3,000	220	3-heat switch	Stat. bronze	75.00
	Wesix—40-FPS	Fireplace	27-in. wide	4,000	220	3-heat switch	Stat. bronze	90.00
	Wesix—10 RC	Portable convection	17x12x7½	1,250	110	3-heat switch	Nickel	20.00
	Wesix—15-RC	Portable convection	17x12x7½	1,500	110 or 220	3-heat switch	Nickel	25.00
	Wesix—20-RC	Portable convection	17x17x7½	2,000	110 or 220	3-heat switch	Nickel	40.00
	Wesix—25-RC	Portable convection	17x17x7½	2,500	220	3-heat switch	Nickel	45.00
	Wesix—30-RC	Portable convection	17x22x7½	3,000	220	3-heat switch	Nickel	50.00
	Wesix—40-RC	Portable convection	17x27x7½	4,000	220	3-heat switch	Nickel	60.00
	Wesix—50-RC	Portable convection	17x33x7½	5,000	220	3-heat switch	Nickel	70.00
	Wesix—60-RC	Portable convection	17x39x7½	6,000	220	3-heat switch	Nickel	80.00
Western Foundry & Furnace Co. Tacoma, Wash.	Wright's *	Floor insert convection	14x20 14x30 30x30 36x36	3,500 (Elements: Nichrome IV)	220	None	Nickel	35.00
Westinghouse Electric & Mfg. Co. Mansfield, Ohio	Cozy Glow Standard	Portable radiant	14-in. copper bowl	660	100-120. 200-240	None	Stat. bronze	7.00
	De Luxe Cozy Glow	Portable radiant	14-in. copper bowl	660	110-220	None	Decorated stat. bronze	7.50
	Circle W Cozy Glow	Portable radiant	14-in. copper bowl	660	110-220	None	Stat. bronze	7.50
	Cozy Glow Junior Special	Portable radiant	11-in. copper bowl	660	110 or 220	None	Stat. bronze	4.75
	Solar Glow Bathroom	Wall insert	17½x15x4½	1,200	110 or 220	1-heat switch	White enamel	25.00
	Solar Glow Bathroom	Wall insert	17½x15x4½	1,500	110 or 220	3-heat switch	White enamel	Unit, 14.00 Wall box, 3.50 Frame, 10.00
	Solar Glow Bathroom	Wall insert	17½x15x4½	1,750	110 or 220	3-heat switch	White enamel	Unit, 15.00 Wall box, 3.50 Frame, 10.00
	Solar Glow Bathroom Double	Wall insert	17½x26½x4½	2-1,500	110 or 220	2-3-heat switches	White enamel	Each unit, 14.00 Wall box, 7.00 Frame, 20.00
	Solar Glow Bathroom Double	Wall insert	17½x26½x4½	2-1,750	110 or 220	2-3-heat switches	White enamel	Each unit, 15.00 Wall box, 7.00 Frame, 20.00
	Solar Glow, Room Type, Double	Wall insert	17½x26½x4½	2-1,500 2-1,750 \$15 each	110 or 220	2-3-heat switches	Bronze	Each unit, 14.00 Wall box, 7.00 Frame, 12.50
	Solar Glow, Room Type	Wall insert	17½x15x4½	1,500	110 or 220	3-heat switch	Bronze	Each unit, 14.00 Wall box, 3.50 Frame, 6.50
	Solar Glow, Floor Type	Portable radiant convection	19½x20x9½	2,000	200-240	3-heat switch	Bronze	37.50
								(Elements: Chromel A, C., Nichrome, Nichrome IV)

## Heating Pads

Trade Name and Model	Size and Cover	Heat Control	Retail Price	Trade Name and Model	Size and Cover	Heat Control	Retail Price
Beadsley & Wolcott Mfg. Co., Waterbury, Conn.				Electrahot Mfg. Co., 525 So. 4th Street, Minneapolis, Minn.			
Torrid				Electrahot			
A-17 Safety.....	9x12 in. peach, blue, pink, white, eiderdown cover, safety fuses.....	1-heat switch.....	5.50	H-65.....	12x15 in.....	3-way switch.....	\$6.50
A-38 Safety.....	12x15 in., peach, blue, pink, white, eiderdown cover, safety fuses.....	3-heat.....	7.95	H-55.....	9x12 in.....	Feed-through switch	4.00
Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.				(Element: Nichrome IV)			
Bersted 50.....	12x15 in.....	3-heat.....	\$7.50	Fitzgerald Manufacturing Company, Torrington, Conn.			
(Element: Nichrome)				Star-Rite			
Robbitt Electric Manufacturing Company, 4307 Cottage Grove Ave., Chicago, Ill.				Aristocrat 381.....	12x15 in. rose wool.....	3-heat.....	10.00
Robbitt				A-376.....	12x15 in. tan wool.....	1-heat.....	4.50
Unexcelled A.....	12x15 in.....	3-heat.....	7.50	B-377.....	12x15 in. tan wool bown binding.....	3-heat.....	7.50
B.....	9x12 in.....	1-heat.....	5.00	C-378.....	12x15 in. blue and cream plaid wool.....	3-heat.....	7.50
Central Flatiron Manufacturing Company, Johnson City, N. Y.				D-379.....	12x15 in. brown and tan plaid wool.....	3-heat.....	7.50
Betsy Ross				E-380.....	12x15 in. red and gray plaid wool.....	3-heat.....	7.50
1216.....	Old rose and gray.....		6.75	(Element: Nichrome)			
(Element: Nichrome and Nichrome IV)				Gold Seal Electric Company, 250 Park Avenue, New York City			
Dominion Electrical Mfg. Co., 712-22 Ontario Avenue, West, Minneapolis, Minn.				Gold Seal			
Dominion				21.....	12x15 in. tan, blue, rose and gray eiderdown.....	3-heat.....	5.50
693.....	12x15 in.....	3-heat.....	6.50	(Element: Nichrome IV)			
(Element: Chromel A and Nichrome IV)				Graham Corp., 4221 West Carroll Avenue, Chicago, Ill.			
Drake Electric Works, 3943 Lincoln Avenue, Chicago, Ill.				Graham			
Drake 4.....	12x15 in.....	1-heat.....	6.00	Warming Belt.....	10x20 to 50 in.....	1-heat.....	12.00
Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y.						3-heat.....	15.00
Eagle				Sleeping Blanket.....	30x64 in.....	3-heat.....	39.50
350.....	12x15 in. tan cover, cord attached.....	3-heat.....	6.00	Health Blanket.....	68x83 in.....	1-heat.....	78.00
351.....	12x15 in. tan cover, cord attached.....	1-heat.....	4.00	All-Purpose Pad.....	12x15 in.....	3-heat.....	8.00
352.....	12x15 in. tan and brown check.....	1-heat.....	3.20	All-Purpose Pad.....	12x20 in.....	3-heat.....	9.00
Edison Electric Appliance Company—Continued				Face Mask.....		1-heat.....	15.00
Hotpoint				Head Cap.....		1-heat.....	15.00
114-Q-7.....	9x11 in. gray eiderdown.....	1-heat.....	5.00	Neck and Utility Pad.....		1-heat.....	7.00
133-Q-7.....	7½x12 in. gray eiderdown.....	3-heat.....	6.50	Great Northern Mfg. Co., 536 Lake Shore Drive, Chicago, Ill.			
136-Q-7.....	12x15 in. gray, apricot, rose turquoise, eiderdown.....	3-heat.....	8.00	E-2930.....		3-heat.....	6.75
(Element: Nichrome, Chromel A)				Hewitt Electric & Manufacturing Co., 44 Brookline Street, Cambridge, Mass.			
				Hewitt-46.....	12x15 in. peach, lavender.....	3-heat, 6-temp.....	8.00



## Heating Pads, Continued

Trade Name and Model	Size and Cover	Heat Control	Retail Price
<b>Jackson Electrical Company, 900 West Van Buren Street, Chicago, Ill.</b>			
Northern	10x12 in.	3-heat	\$5.75
	12x15 in.	3-heat	7.50
	15x31 in.	3-heat	20.00
Sweating Blanket	45x76 in.	3-heat	50.00
Sweating Blanket	60x76 in.	3-heat	70.00
Sleeping Blanket	45x76 in.	1-heat	45.00
Sleeping Blanket	60x76 in.	1-heat	65.00
Waterproof Sheet	54x76 in.		5.00
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>			
Universal	12x15 in. gray, eiderdown	3-heat (110 volts)	8.50
E-9940		(220 volts)	9.50
E-9945	Azure blue	3-heat	8.50
E-9943	Rose pink	3-heat	8.50
E-9944	Lavender	3-heat	8.50
9194	12x15 in. brown eiderdown	3-heat	5.95
9943	12x15 in. brown eiderdown	3-heat (32 volts)	8.50
9294 Bandage	41x18 in. brown eiderdown		4.50
E-9941	12x24 in. double size, gray	3-heat	12.50
9994	10x13 in.	1-heat	4.95
<b>A. J. Lindemann &amp; Hoverson Co., Milwaukee, Wis. See Adv. P. 178</b>			
L & H Electrics	12x15 in.	3-heat switch	8.00
702		(Elements: Chromel A)	
<b>Lindstrom &amp; Company, 2322 Indiana Avenue, Chicago, Ill.</b>			
Elco 60	12x15 in. maize white, tan, gray eiderdown	3-heat	7.00
<b>Manning-Bowman &amp; Company, Meriden, Conn.</b>			
Manning-Bowman	11x14 in. coral eiderdown	3-heat	8.00
682/1	11x14 in. jade eiderdown	3-heat	8.00
682/2	11x14 in. blue eiderdown	3-heat	8.00
682/3			
Homelectrics	11x14 in. orchid eiderdown	3-heat	6.00
		(Elements: Chromel C and Nichrome)	
<b>Metal Ware Corporation, Two Rivers, Wis.</b>			
Empire	12x15 in. brown eiderdown, also slip	3-heat	7.50
S-77			
		(Elements: Nichrome, Nichrome IV)	
<b>National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.</b>			
White Cross	12x15 in.	3-heat switch	7.00
272	12x15	3-heat	6.00
270	12x15	3-heat	8.00
274			
<b>Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.</b>			
Pelouze	12x15 in.	3-heat	9.00
546-T		(Rubber cover) extra	1.50
		(Elements: Chromel A and Nichrome)	

## Appliance

Trade Name and Model	Size and Cover	Heat Control	Retail Price
<b>Reimers Electric Appliance Co., 961 Angelique St., North Bergen, N. J.</b>			
Reaco	10 1/2 x 12 1/2 in.	3-heat, 2 thermostats	5.50
		(Elements: Chromel A and C)	
<b>Rite-Hete Appliances, Inc., 1200 14th Avenue, S. E., Minneapolis, Minn.</b>			
Rite Hete	12x15 in. eiderdown cover	3-heat	\$7.00
Standard 205	and slip		
Favorite 203	10x14 in. eiderdown cover—no slip	3-heat	5.50
501 Blanket	33x80 in. khaki	3-heat	35.00
502 Blanket	67x80 in. khaki	3-heat	60.00
503 Blanket	67x80 in. cambric and robe	3-heat	65.00
408 Blanket	33x80 in. khaki	1-heat	30.00
409 Blanket	67x80 in. khaki	1-heat	55.00
410 Blanket	67x80 in. cambric and robe	1-heat	60.00
		Full-size rubber sheet	10.00
		(Element: Nichrome)	
<b>Robeson Rochester Corporation, Rochester, N. Y. (Element: Chromel A and Nichrome IV)</b>			
Royal-Rochester	12x15 in.	3-heat	7.50
E-6124			
<b>Rock Island Manufacturing Company, Rock Island, Ill. (Elements: Chromel C, Nichrome II, III, Tophet C)</b>			
Rimco	12x15 in. wool fleece	3-heat	8.50
I-P			
<b>Rogers Electric Laboratories Co., Cleveland, Ohio</b>			
Rogers 504		3-heat	7.50
<b>Russell Electric Company, 340 West Huron Street, Chicago, Ill.</b>			
Hold-Heat	12x15 in. tan eiderdown	3-heat	5.85
R-28	12x15 in. gray eiderdown	3-heat	7.50
Old Reliable III	12x15 in. white eiderdown	3-heat	10.00
Deluxe D-III			
<b>Simplex Division, Edison Electric Appliance Co., 5600 West Taylor St., Chicago</b>			
Simplex	12x15 in. pink eiderdown cover with "bunny" applique	3-heat	9.50
Bunny 685	12x15 in. buff	3-heat	7.50
685	12x15 in. pink, blue and henna	3-heat	8.00
685			
<b>Varlek Electric Manufacturing Company, 38 East 21st St., New York City</b>			
Varlek	12x15 in. tan eiderdown	3-heat	6.50
Thermotex	9x12 in. tan eiderdown	1-heat	4.50
C	5x20 in. and gray fawn	1-heat	4.50
Blanket	68x83 in.	1-heat	90.00
<b>Watlow Electric Manufacturing Company, 1320 North 23rd St., St. Louis, Mo. (Element: Watlow)</b>			
Watlow	Eiderdown	3-heat	7.00
		1-heat	5.00
<b>Westinghouse Electric &amp; Mfg. Company, Merchandising Dept., Mansfield, Ohio</b>			
Westinghouse	12x15 in. rose, green, buff	3-heat	8.50
258417 (95-125 volts)	9x12 in.	1-heat	5.00
283923 (32 volts)			
Circle "W"	12x15 in. buff	3-heat	6.50
WP-13 (95-125 volts)			
		(Elements: Chromel A, Nichrome IV, Chromel C, Nichrome)	

## Ice Cream Freezers

Manufacturer	Trade Name and Model	Capacity	Motor H.P.	Retail Price
<b>Alaska Freezer Co.</b> Winchendon, Mass.	Alaska	2 qt.		\$30.00
	Portable	3 qt.		42.00
	Alaska	4 qt.		43.75
	Portable	3 or 4 qt.	1/4 H. P.	100.00
	Alaska G	6 qt.	1/4 H. P.	110.00
	Alaska G	8 qt.	1/4 H. P.	117.00
<b>Louisville Electric Mfg. Co.</b> Louisville, Ky.	Pioneer	4 qt.		46.50
	Pioneer	2 qt.		33.00
	Pioneer	6 qt.		51.00
	Pioneer	8 qt.		60.00
	Pioneer	10 qt.		64.50
<b>Thos. Mills &amp; Bro., Inc.</b> 1301 N. 8th St. Philadelphia, Pa.	Mills	2 qt.	1/4	61.00
	Mills	4 qt.	1/4	62.50
	Mills	6 qt.	1/4	65.00
	Mills	8 qt.	1/4	67.50
<b>Taylor Bros. Churn &amp; Mfg. Co.</b> 4460 Finney Ave. St. Louis, Mo.	Taylor Bros.	2 qt.	1/1	38.50
	Taylor Bros.	3 qt.	1/10	41.80
	Taylor Bros.	4 qt.	1/6	46.20
	Taylor Bros.	6 qt.	1/6	48.00
	Taylor Bros.	8 qt.	3/4	66.00
	Taylor Bros.	3 qt.	3/4	60.00
	4 with Ice Breaker	4 qt.	3/4	62.50
	4 with Ice Breaker	6 qt.	3/4	66.00
	4 with Ice Breaker	8 qt.	3/4	88.00
	6 with Ice Breaker			
<b>Winfield H. Smith, Inc.</b> Springville, N. Y.	Winfield H. Smith Ice Cream Freezer Power Attachment	2 to 6 qt.	1/10	31.00

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Trade Name, Model, Size and Consumption	Special Features	Retail Price
<b>Appleton Electric Co., 1734 Wellington Avenue, Chicago, Ill.</b>		
Keephot Hot water bottle stopper.....	Thermostatic control.....	\$3.85
<b>Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, Ill.</b>		
Hotpoint 113 W 16, 3/4"x7"; 300 watts, 110, 220, 240 v.....	Polished Nickel.....	4.85
115 W 16, 1"x10"; 500 watts, 110, 220, 240 v.....	Polished Nickel.....	5.85
Crookneck 115 W 17, 6 1/2"x8 1/2"; 500 watts, 110, 220, 240 v.....	Crook Neck Type.....	6.85
(Elements: Nichrome and Chromel A)		
<b>Hankcraft Company, 121 N. Dickinson St., Madison, Wis.</b>		
Jiffy A.C. use only.....	Automatic; by Contact with Water..	7.50
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>		
Universal E 9701, 2"x7 1/2"; 300 watts.....	Cylinder Type (1 glass capacity)....	3.95
E 9702, 2"x8 1/2"; 500 watts.....	Cylinder Type (1-2 pt. capacity) ...	5.00
<b>National Electric Appliance Co., Madison Ave. and West 83rd St., Cleveland, Ohio</b>		
National, 110-watt.....	For drinks, shaving mugs, etc.....	1.50
<b>Russell Electric Company, 340 West Huron Street, Chicago, Ill.</b>		
Hold-Heat 11, 3/8"x6" long; 250 watts.....	Nickel Plated Tube.....	3.75

## Immersion Heaters

Trade Name, Model, Size and Consumption	Special Features	Retail Price
<b>Russell Elect. Co.—Continued</b>		
Drink Heater 9 (1C-10 v.), C-29 (220 v.), 550 watts	Automatic Control .....	\$7.50
<b>Simplex Division, Edison Electric Appliance Co., Chicago, Ill.</b>		
Simplex 813W36, 300 watts, Simplex Calrod unit.....	Fits standard size tumbler, cool rest provided. (Element: Nichrome, Chromel A)	3.85
<b>Varick Electric Manufacturing Company, 28 East 21st Street, New York City</b>		
Varick 350 watts, 110 or 220 v.....	Tube Type.....	3.00
<b>A. H. Waage, 112 Chambers St., New York, N. Y.</b>		
Waage 250 watts.....	Tube Type.....	4.00
<b>Westinghouse Electric &amp; Manufacturing Company, Merchandising Dept., Mansfield, Ohio</b>		
Westinghouse 310975; 350 watts, 110-120 v.....	Tumbler Type with Switch.....	6.25
<b>White Beauty Electric Company, Inc., 4416 North Western Avenue, Chicago, Ill.</b>		
White Beauty 212, 14"x3 1/2"x3" 224, 3"x3"x8 1/2"	Tube Type..... Aluminum Sterilizer.....	2.00 1.25

## Irons

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
<b>American Electrical Heater Company, 6125 Woodward Ave., Detroit, Mich.</b>			
American Beauty 3-B.....	3 lbs., 350 watts....	Stand, plug control.....	\$6.75
64-B.....	6 1/2 lbs., 525 watts....	Stand, plug control.....	7.50
9-B.....	9 lbs., 675 watts....	Stand, plug control.....	11.00
(Elements: Chromel A, C, and Nichrome)			
<b>Beardsley &amp; Wolcott Mfg. Co., Waterbury, Conn.</b>			
Torrid F0410.....	6 lbs., 550 watts....	Heel-thermostat, in plug	4.95
F0310.....	6 lbs., 550 watts....	Heel thermostat in plug	4.95
F0110.....	6 lbs., 550 watts....	Heel.....	3.50
F1011.....	2 lbs., 220 watts....	None.....	3.50
<b>Bersted Manufacturing Company, 5201 W. 65th Street, Chicago, Ill.</b>			
Bersted Bevel Edge—99.....	6 lbs.....	Heel.....	4.25
95.....	6 lbs.....	Heel.....	2.75
96.....	6 lbs.....	Stand.....	3.75
90.....	3 lbs.....	Heel.....	3.50
<b>Birtman Electric Company, 4140 Fullerton Ave., Chicago, Ill.</b>			
Bee Vac 6 lbs., 575 watts....	Separate stand.....		5.00
<b>Central Flatiron Manufacturing Company, Johnson City, N. Y.</b>			
Betsy Ross 777.....	6 lbs., A.C. only....	Heel, thermostat.....	7.35
Standard—1926.....	6 lbs.....	Heel.....	2.95
110.....	6 lbs.....	Stand, switch in plug....	5.50
1927.....	6 lbs.....	Stand.....	3.10
104.....	3 1/2 lbs.....	Heel.....	3.50
8.....	1 1/2 lbs.....	Plug.....	2.30
DeLux 999.....	6 lbs.....	Heel.....	3.75
DeLux 999 with switch	6 lbs.....	Heel, switch in plug....	4.25
E-Z Pak with case 7X..	1 1/2 lbs.....	Cord attached.....	4.00
E-Z Way 8X.....	1 1/2 lbs.....	Cord attached.....	2.50
E-Z Way with case O8X	1 1/2 lbs.....	Cord attached.....	3.75
1147.....	4 1/2 lbs.....		2.65
1159.....	5 1/2 lbs.....		2.90
105.....	2 lbs.....		2.50
(Element: Nichrome and Nichrome IV)			
<b>Chicago Flexible Shaft Company, 2801 S. Halsted St., Chicago, Ill.</b>			
Handy Hot DeLux—AK-2.....	6 lbs., 550 watts....	Heel.....	5.65
AK-1.....	6 lbs., 550 watts....	Heel.....	3.65
Cool Grip AK-19.....	6 lbs., 550 watts....	Heel.....	4.40
AK-16.....	6 lbs., 550 watts....	Heel.....	3.25
(Elements: Chromel A, C, Nichrome and Nichrome IV)			
<b>Chicago Flexible Shaft Company, Roosevelt Rd. and Central Ave., Chicago, Ill.</b>			
Sunbeam X-750.....	6 lbs.....	Stand.....	7.50
C-850.....	6 lbs.....	Stand, with case.....	8.50
<b>Little Sunbeam</b>			
XB-50.....	3 lbs.....	Stand.....	5.00
CB-60.....	3 lbs.....	With case.....	6.00
XB-40.....	3 lbs.....	Heel.....	5.00
<b>Princess</b>			
R-260.....	6 lbs.....	Stand.....	4.25
C-560.....	6 lbs.....	With case.....	5.25
<b>Little Princess</b>			
R-230.....	3 lbs.....	Heel.....	3.30
CP-30.....	3 lbs.....	With case.....	4.50
<b>Stewart</b>			
S-360.....	6 lbs.....	Heel rest.....	3.00
(Elements: Nichrome, Nichrome IV and Tophet)			
<b>Dominion Electric Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.</b>			
55.....	6 lbs.....	Heel, black and colored handles.....	3.50

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
<b>Dominion Elect. Mfg. Co.—Continued</b>			
54.....	6 lbs.....	Heel, black and colored handles.....	\$3.00
53 Domino Aristocrat...	6 lbs.....	Heel, black and colored handles.....	4.00
(Elements: Nichrome Mica, Chromalox)			
<b>Donnelly Machine Company, Brockton, Mass.</b>			
Lion L-1e 6 lbs.....		Stand.....	3.50
<b>Dover Manufacturing Company, Dover, Ohio</b>			
Dover Domano—5.....	6 1/2 lbs., 550 watts....	Stand.....	5.00
Dover Maid.....	6 lbs.....	Heel.....	3.75
Dover Tourist.....	3 1/2 lbs.....	Heel.....	3.75
Dover Lingerie.....	2 1/2 lbs.....	Heel.....	2.50
Dover Co-ed.....	2 1/2 lbs.....	Stand, permanent cord....	1.95
Lady Dover—870.....	6 1/2 lbs., 550 watts....	Stand, switch in plug....	7.50
Bonnie Dover Iron—.24	2 1/2 lbs., 200 watts....	Stand and carrying bag and hotplate bracket.....	3.75
<b>Dowd Rogers Co., Inc., 95 Madison Ave., New York City</b>			
Lady Rodgers.....	6 lbs., 550 watts....	Heel.....	4.50
Baby Rodgers.....	2 1/2 lbs., 220 watts....	Stand, permanent cord....	2.50
<b>Eagle Electric Manufacturing Company, 59 Hall St., Brooklyn, N. Y.</b>			
Eagle Hi-Heat—300.....	6 lbs., 550 to 600 watts.....	Heel, plug control.....	4.00
<b>Edison Electric Appliance Company, 5600 W. Taylor Street, Chicago, Ill.</b>			
Hotpoint Super-Iron—115-F-65...	6 lbs., 575 watts, cal-rod unit.....	Heel.....	6.00
R-115-F-61.....	6 lbs., 575 watts....	Heel.....	3.95
R-115-F-62.....	5 lbs., 500 watts....	Heel.....	3.95
113-F-68.....	3 lbs., 330 watts....	Heel.....	3.50
115-F-68.....	3 lbs., 330 watts....	Heel, with case.....	4.50
Travel DeLux—114-F-22	3 lbs., 330 watts....	Heel, with case.....	5.50
Adjustable voltage, 113-F-21.....	3 lbs., 330 watts....	Heel.....	5.25
Master—116-F-71.....	7 1/2 lbs., 660 watts....	Heel.....	7.50
R-115-F-63.....	6 lbs., 575 watts....	Stand.....	4.25
145-F-66.....	6 lbs., 575 watts, cal-rod unit.....	Stand permanent plug...	7.75
145F58, 32 volt.....	6 lbs., 575 watts....	Stand permanent plug....	7.75
Super Automatic 116F69	6 lbs., 625 watts....	Heel, automatic.....	8.80
(Elements: Nichrome, Chromel A, Nichrome IV and Chromel C)			
<b>Fitzgerald Manufacturing Company, Torrington, Conn.</b>			
Star-Rite 702.....	6 lbs.....	Heel air-cooled, color trim	3.95
(Elements: Nichrome)			
<b>Gold Seal Electrical Company of Ohio, 250 Park Ave., New York City</b>			
Gold Seal.....	6 lbs.....	Heel, colored handles....	3.90
Gold Seal.....	3 lb.....	Heel.....	3.50
Gold Seal.....	1 lb.....	Heel, colored shell and handles.....	1.50
		Nickel shell and colored handles.....	1.25
<b>Graybar Electric Company, Lexington Ave. and 43rd Street, New York, N. Y.</b>			
Graybar Graybar Quick Heating 10.....	6 lbs., 550 watts....	Heel 95, 110, 120, 220, 250 volts.....	
(Elements: Chromel A)			

## Irons—Continued

Trade Name and Model	Weight and Wattage	Type of Rest and Control	Retail Price
<b>Great Northern Mfg. Co., 536 Lake Shore Drive, Chicago</b>			
<i>Gray Beauty</i>			
E-381.....	6 lbs., 550 watts.....	In heat-proof metal case	\$4.00
E-382.....	6 lbs., 550 watts.....		3.50
E-781.....	6 lbs., 580 watts.....		6.00
E-581.....	6 lbs., 550 watts.....		2.50
Tourist E-191.....	3 lbs., 400 watts.....		4.00
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>			
<i>Universal</i>			
E-909.....	6½ lbs., 580 watts...	Stand (E909 with carrying case, E9909—5.95)....	4.95
E-9191.....	6 lbs., 580 watts.....	Stand, switch in plug....	5.95
E-9035.....	5 lbs., 580 watts.....	Stand.....	5.00
E-9070.....	6 lbs., 525 watts.....	Stand.....	3.95
E-9023.....	3 lbs., 400 watts.....	Stand.....	2.95
E-90212, adjustable voltage.....	3 lbs., 350 watts.....	Stand, detachable handle	7.50
F-9021.....	3 lbs., 400 watts.....	Stand, detachable handle	3.95
E-9092 automatic.....	6 lbs., 580 watts.....	Stand.....	7.75
E-9043.....	3 lbs., 400 watts.....	Heel.....	3.95
		With carrying case E-99043	4.95
94070, 95070, 96070.....	6 lbs.....	Stand, E9070 with colored handles.....	4.50
<b>Liberty Electric Company, Indianapolis, Ind.</b>			
<i>International</i>			
	2 lbs.....	Separate stand.....	4.00
			Without stand 3.75
(Element: Chromel A)			
<b>Liberty Gauge &amp; Instrument Company, 6612 Euclid Ave., Cleveland, Ohio</b>			
<i>Liberty</i>			
901.....	6 lbs., 660 watts, A.C. only.....	Heel, thermostat.....	6.75
905 Super Automatic.....	6 lbs., 660 watts A.C. only.....	Heel, adjustable heat control.....	7.75
(Element: Nichrome IV and Chromel A)			
<b>A. J. Lindemann &amp; Hoverson Company, Milwaukee, Wis. See Adv. p. 178</b>			
<i>L &amp; H Electric</i>			
104.....	6 lbs., 550 watts.....	Separate stand.....	5.75
(Element: Chromel C)			
<b>Lucas Electric Laboratories, Inc., Marengo, Ill.</b>			
<i>Perfect</i>			
Flare Sole.....	6½ lbs., 550 watts...	Heel.....	2.75
		With stand.....	2.95
Straight Sole.....	6½ lbs., 550 watts...	Heel.....	2.65
		With stand.....	2.85
Leader.....	6½ lbs., 550 watts...	Heel.....	2.35
Travelers.....	3 lbs., 330 watts.....	Heel.....	2.75
<b>Manning-Bowman &amp; Company, Meriden, Conn.</b>			
<i>Manning-Bowman</i>			
1456.....	6 lbs., 550 watts.....	Heel-automatic.....	7.75
1423.....	3 lbs., 330 watts.....	Separate stand.....	4.00
1406.....	6 lbs., 550 watts.....	Separate stand.....	5.00
1416.....	6 lbs., 550 watts.....	Heel.....	5.00
(Elements: Chromel C and Nichrome IV)			
<b>Metal Ware Corporation, Two Rivers, Wis.</b>			
<i>Empire</i>			
S-51 Empire.....	6 lbs., 550 watts.....	Heel.....	4.50
(Elements: Nichrome and Nichrome IV)			
<b>Metropolitan Mfg. &amp; Electric Company, 1163 Sedgwick St., Chicago, Ill.</b>			
<i>Metro</i>			
20.....	6 lbs. 550 watts.....	Heel.....	3.75
27.....	2½ lbs., 220 watts...	Stand.....	2.50
<b>National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.</b>			
<i>White Cross</i>			
1922.....	6 lbs., 600 watts.....	Separate stand.....	3.50
White Cross.....	6 lbs., 660 watts.....	Separate stand.....	4.00
247.....	6 lbs., 600 watts.....	Heel rest.....	2.90
<b>Pelouze Manufacturing Company, 232 E. Ohio St., Chicago, Ill.</b>			
<i>Pelouze</i>			
Progressive—P-6, open end handle.....	6 lbs., 500 watts.....	Heel.....	6.00
(Elements: Chromel A and Nichrome)			

## Appliance

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
<b>Reimers Electric Appliance Company, 961 Angelique St., North Bergen, N. J.</b>			
<i>Reimers</i>			
64 I.H.....	6 lbs.....	Lever switch, 4-heat.....	\$6.50
64 P.H.....	6 lbs.....	Plug switch, 4-heat.....	5.50
(Elements: Chromel A and C)			
<b>Robeson Rochester Corp., Rochester, N. Y.</b>			
<i>Royal-Rochester</i>			
E-6586.....	6 lbs.....	Heel.....	5.00
(Elements: Chromel A and Nichrome IV)			
<b>Rock Island Manufacturing Company, Rock Island, Ill.</b>			
<i>Ideal</i>			
6-B.....	6 lbs., 500 watts.....	Heel.....	5.00
8-B.....	8 lbs., 700 watts.....	Heel.....	6.00
Jr.—1-B.....	3 lbs., 300 watts.....	Heel.....	4.75
Jr.—2-B.....	3½ lbs., 300 watts.....	Heel, plug control with case.....	6.50
<i>Rimco</i>			
1-A.....	6 lbs., 495 watts.....	Separate stand.....	5.00
Improved B.O.E.—1-F.....	6 lbs., 495 watts.....	Heel.....	4.25
Dandy—2-E.....	6 lbs., 550 watts.....	Heel.....	2.90
(Elements: Chromel C, Nichrome II, III and Tophet C)			
<b>Rogers Electric Laboratories Co., Cleveland, Ohio</b>			
<i>Rogers</i>			
502.....	6 lbs., 550 watts.....	Heel.....	5.00
<b>Russell Electric Company, 340 W. Huron St., Chicago, Ill.</b>			
<i>Hold Heel</i>			
100.....	6½ lbs., 495 watts.....	Separate stand.....	6.50
200.....	6½ lbs., 495 watts.....	Stand.....	7.50
<b>Rutenber Electric Company, Marion, Ind. See 3rd cover.</b>			
<i>Marion</i>			
100, special handle.....	6½ lbs., 550 watts.....	Separate stand.....	6.25
102.....	6 lbs., 550 watts.....	Separate stand.....	4.00
<b>Sanitax Electric Company, 303 4th Street, New York, N. Y.</b>			
<i>Sanitax</i>			
W. B.....	1 lb.....	No control.....	1.50
<b>Simplex Division, Edison Elec. App. Co., Chicago.</b>			
<i>Simplex</i>			
DeLuxe—1976.....	6 lbs., 570 watts.....	Separate stand.....	6.00
1961.....	6 lbs., 570 watts.....	Heel.....	4.50
Simplex Special 815F73.....	6 lbs., 570 watts.....	Heel.....	3.50
(Elements: Nichrome IV and Chromel C)			
<b>Superior Electric Products Company, 1300 S. Thirteenth St., St. Louis, Mo.</b>			
<i>Glide Easy</i>			
90.....	6 lbs., 550 watts.....	Heel.....	\$2.75
<i>DeLuxe</i>			
35.....	6 lbs., 550 watts.....	Heel.....	3.50
With stand 3.75			
<b>Waage Electric Company, 5100 W. Ravenswood Ave., Chicago, Ill.</b>			
<i>Waage</i>			
63-A.....	6½ lbs.....	Heel, 3-heat.....	6.75
83.....	8 lbs.....	Sep. stand, 3 heat.....	7.50
61-G.....	6 lbs.....	Sep. stand, 1 heat.....	4.50
611.....	6 lbs.....	Separate stand.....	3.50
31.....	3 lbs.....	Heel.....	3.95
(Elements: Nichrome)			
<b>Watlow Electric Manufacturing Co., 1320 No. 23rd St., St. Louis, Mo.</b>			
<i>Watlow</i>			
Queen Quality.....	6½ lbs., 550 watts.....	Separate stand.....	3.95
<b>Westinghouse Electric &amp; Mfg. Company, Mansfield, Ohio</b>			
<i>Westinghouse</i>			
Automatic 449000.....	6 lbs., 600 watts.....	Heel, thermostat.....	7.75
Travelers 238887.....	3 lbs., 350 watts.....	Side rest.....	3.95
SL—3 Streamline.....	6 lbs., 550 watts.....	Heel.....	6.00
<i>Circle W</i>			
CH—3 Non-Automatic.....	6 lbs., 550 watts.....	Heel.....	3.95
(Elements: Chromel A, Nichrome IV, Chromel C, and Nichrome)			
<b>White Beauty Electric Company, 4416 N. Western Ave., Chicago, Ill.</b>			
<i>White Beauty</i>			
200, white enamel finish.....	6½ lbs., 550 watts.....	Heel.....	6.00
Leader—222.....	6½ lbs., 550 watts.....	Heel.....	5.00
Handy—207.....	6½ lbs., 550 watts.....	Heel.....	3.50
Travelers—221.....	1 lb.....	No control.....	2.00
Travelers—236.....	3 lbs., 220 watts.....	Heel.....	2.50
(Elements: Nichrome, Nichrome IV and Tophet)			

## Irons

Manufacturer	Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
<b>American Ironing Machine Co., 100 E. Ohio St., Chicago, Ill.</b>								
	Super Simplex	Both ends open 30"	Automatic Feedboard	Electric or gas	1,500	White and colors	310 Gas 295	\$170.00 Gas 160.90
	Home Laundry Simplex	Open end 46"	Pressure Feedboard	Electric, gas, or gasoline	3,750		442 Gas 400	234.00 Gas 169.00 Gasoline 189.00
	Super Simplex	Both ends open 46"	Automatic free board	Electric or gas	3,350		420 Gas 390	250.00 Gas 197.50
(Heating Element: Chromalox, Nichrome)								
<b>Apex Electrical Mfg. Co., Cleveland, Ohio</b>								
	II Apex	Full open end 26"	Knee	Electric or gas	1,125	Gray	272	160.00
	H-2 Rotarex	Full open end 26"	Knee	Electric or gas	1,125	Green	272	139.00
	G Rotarex	Open end attachment 46"	Foot	Electric or gas	3,000	Gray	357 Gas 336	185.00 Gas 165.00
(Heating Elements: Chromel A, C.)								



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## Ironers—Continued

Manufacturer	Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
<b>Chicago Dryer Co.</b> 2210 N. Crawford Ave Chicago, Ill.	3-50" Chicago	Closed ends 50"	No shoe— three rolls Hand or foot control on all Models	Gas or gasoline		White enamel	750	Not given
	3-60" Chicago	Closed ends 60"		Gas or gasoline		White enamel	900	Not given
	3-75" Chicago	Closed ends 75"		Gas or gasoline		White enamel	1,100	Not given
	(Heating Elements: Chromalox)							
<b>Conlon Corp.</b> 19th St. and 52d Ave. Chicago, Ill.	Conlon Automatic Cabinet Table Top	Full open end 30"	Knee and hand	Electric and gas	1,300	Green duco	250	\$129.00
<b>Federal Electric Co.</b> 8700 S. State St. Chicago, Ill.	40 Federal folding	Full open end 31"	Finger touch Auto Speed	Electric or gas	1,350	White duco	305	not given
	20 Federal folding	Full open end 31"	Finger touch, automatic speed	Electric or gas	1,300	Cream grey green trim	285	not given
	(Heating Elements: Nichrome IV.)							
<b>Graybar Electric Co.</b> Lex. Ave. and 43d St. New York City	3 Graybar Table top	Full open end 30"	Knee or hand	Electric	1,300	Green trim Black and white	240	165.00 West of Rockies 175.00
	(Heating Element: Russell)							
<b>Horton Mfg. Co.</b> Fort Wayne, Ind.	Horton Automatic	Full open end 30"	Foot pedal Automatic	Electric gas, or gasoline	1,000 shoe (motor 250)	Cream, green trim	330	130.00 Gas heated 130.00 Gasoline h't'd 180.00 175.00 Gas heated 155.00 Gasoline h't'd 185.00
	Horton	Open end 46"	Foot pedal	Electric, gas or gasoline	3,000 shoe (250 motor)	Gray	408	
<b>Hurley Machine Co.</b> Div. of Electric House- hold Utilities Corp. 22nd St. and 54th Ave. Chicago, Ill.	75 Thor	Open end 44"	Dial at right of feed board	Gas, Gasoline or electric	2,500	Grey finish	460	215.00 Gasoline h't'd— 190.00 Gas heated— 165.00 215.00 Gasoline h't'd— 240.00 175.00
	90 Thor	Open end 50"	Dial at right of feed board	Gas or gasoline		Grey finish	480	
	40 Thor Folding	Full open end 31"	Levers at each end of roll	Electric		White duco	305	
	20 New Thor	Full open end 31"	Levers at each end of roll	Electric		East India buff	298	150.00
	0 Thor	Open end 26"	Lever at right of iron	Electric, fits Thor 6, 8 and 2 agitator washers	1,200	Aluminum lacquer	43	49.50
	10 Thor	Open end 26" table	Lever at right feed board	Electric	1,200	White duco	65	79.50
	(Heating Elements: Russell)							
<b>The Ironrite Ironer Co.</b> 38 Piquette St. Detroit, Mich.	46 Ironrite	One end free 46"	Foot or hand	Gas or electric	3,750	Gray	400	Gas 175.00 Electric 225.00 145.00
	24 Ironrite	Both ends free 24"	Knee	Electric	1,200	Gray	200	155.00
	Ironrite DuFold	Both ends free 24"	Knee	Electric	1,200	Gray	204	185.00
	Ironrite Console	Both ends free 24"	Knee	Electric	1,200	Cabinet, walnut finish, unit lacquered over gold bronze	195	
(Heating Element: Chromalox)								
<b>Rainbow Appliance Corp.</b> 11-27 Hand St. Rochester, N. Y.	C 30 E or G Rainbow Automatic	Open end 30"	Finger touch bar	Electric or gas	1,500	Grey enamel	305	165.00 Gas heated 155.00 230.00 Gas heated 170.00
	C 46 E or G Rainbow Automatic	Open end 46"	Finger touch bar in feed board	Electric or gas	2,700	Grey enamel	370	
(Heating Element: Chromalox)								
<b>Savage Arms Corp.</b> Utica, N. Y.	Savage See Adv. P. 40	Semi open end 26"	Touch feedboard	Electric	1,000	Egyptian white	235	Not given
<b>Slagle Manufacturing Co.</b> Fort Wayne, Ind.	Utenco	Open end Polishing roll	No shoe Two rolls	Electric or gas		Ivory		160.00 West of Rockies 175.00
<b>Splittdorf Rol-Iron Co.</b> 2119 Lyman Pl. Detroit, Mich. Div. of Splittdorf-Bethlehem Electrical Co., Newark, N. J.	Rol-Iron	Full open end 26"	Foot, hand or knee	Electric	1,200	Gray, white	140	120.00 to 145.00
(Heating Element: Chromalox)								
<b>Vulcan Mfg. Co.</b> 1511 Cypress St. Kansas City, Mo.	1926 Bungalow	Open ends 26"	Hand lever	Electric or gas	1,200	Blue enamel	198	East of Rockies 119.00 Gas heated 99.00
<b>Wonder Ironer Sales, Inc.</b> 4500 Euclid Ave. Cleveland, Ohio	26" Little Wonder Cabinet	Full open end 26"	Automatic knee	Electric or gas	1,000	White duco	220	160.00 With table top, enamel 215.00 Gas heated 170.00
	46" Wonder	Open ends 46"	Automatic knee	Electric or gas	2,000	White duco	335 Gas heated 308	

## Clamp or Adjustable Lamps

Manufacturer	Trade Name and Model	Type and Finish	Shade	Retail Price
<b>Ajax Specialty Co.</b> 1926 Chestnut St., Philadelphia	Ajax Handy Ajax—1021	Clamp, brush brass Bracket, brass or bronze	Metal Metal	\$1.50 1.50
<b>Bussman Mfg. Co.</b> St. Louis, Mo.	See Adv. P. 49 Buss Light	Clamp, ivory or bronze Clamp, plain finish	Dec. metal or dec. parchment metal	3.00 2.00
<b>Farber, S. W., Inc.</b> 141 So. 5th St., Brooklyn, N. Y.	Adjusto-Lite	Clamp, 4 finishes	Metal	3.95 and 4.45

## Clamp or Adjustable Lamps—Continued

## Appliance

Manufacturer	Trade Name and Model	Type and Finish	Shade	Retail Price
<b>Faries Mfg. Co.</b> Decatur, Ill. <i>See Adv. P. 186</i>	Faries 3153, 4044, 3154, 4043, 3155, 3900, 3151, 3158 3835-A 3846 3847 3540*, 3337, 3331, 3338, 3371, 3843,* 3842,* 3357,* 3157* 3156	Bed bracket, adj., bronze, pewter, Roman gold  Bracket lamp, brass or bronze Bracket lamp, brass Bracket lamp, ebony-jade Dresser and mirror brackets, brass and black, silver and black and Roman gold Writing desk bracket, bronze	Metal  Dec. shade Metal Parchment Candles, ball lamps and dec. shades Metal	
*Adjustable.				
<b>General Appliance Corp.</b> 120 8th St., San Francisco, Calif.	Gaeor Handilamp Litit	Clamp, colored, enamel Table, colored enamel		\$2.75 3.00
<b>Greist Mfg. Co.</b> New Haven, Conn. <i>See Adv. P. 180</i>	Juniorlite Super Lamp Utilattach Clamp-lite	Clamp, 5 finishes Clamp, 5 finishes Clamp, 2 finishes Clamp, 2 finishes	Metal, dec. Metal, dec. Side outlet Plain	3.00 and 3.75 2.50 and 3.00 3.00 and 3.50 2.00
<b>Lightoller Co.</b> 569 Broadway, New York City	Porta Light	Wall-clamp, in color	Silk	5.85
<b>McFaddin &amp; Co., H. G.</b> 38 Warren St., N. Y. City	Emeralite Midget	Clamp, st. bronze	Green glass	4.00
<b>Play-O-Lite Co.</b> Worcester, Mass. Sole Sales Agent A. Hall Berry, 71 Murray St., New York, N. Y. <i>See Adv. P. 182</i>	Play-O-Lite-N  Play-O-Lite-T	Piano lamp, all metal, mahogany, walnut or oak; for standard bulb Piano lamp; for tubular bulb		5.00 5.00
<b>Robinson Products Corp.</b> 44 East 25th St., N. Y. City	Companionlite	Clamp, for books, color	Metal	2.25
<b>Seymour Products Company</b> Seymour, Conn.	Portallite—227 Smoker's—226	Clamp, color Clamp, color	Metal Metal	3.50 6.50
<b>Wakefield Brass Co., F. W.</b> Vermilion, Ohio	Red Spot Attacheette	Clamp, ivory, bronze	Metal and parch. shield	3.25

## Milk Warmers,

Trade Name, Model, Size and Consumption	Special Features	Retail Price	Trade Name, Model, Size and Consumption	Special Features	Retail Price
<b>Hankraft &amp; Company, Inc.,</b> 121 N. Dickenson St., Madison, Wis. <i>See Adv. P. 42</i> <i>Fairy Warmer</i> For 110 Volt A.C. Only.....	Automatic Operation by Water Contact	\$5.00	<b>Pelouze Manufacturing Company,</b> 232 East Ohio Street, Chicago, Ill. <i>Pelouze</i> 553, 1½ pt., 250 watts.....	2 Vessels, one within the other.....	9.50
<b>Landers, Frary &amp; Clark,</b> New Britain, Conn. <i>Universal</i> 9930, 8 oz. Bottle, 420 watts.....	Combination Liquid Heater, Milk Warmer.....	7.50	<b>Belmers Electric Appliance Co.,</b> North Bergen, N. J. <i>Reaco</i> For "Hygeia" bottles, 110 volts a.c., 110 watts, automatic heat control, signal light.....		7.50
<b>National Electric Appliance Co.,</b> Madison Ave at W. 83rd St., Cleveland, Ohio <i>De Luxe</i> For Warming, Sterilizing, Baby Bottles.....	Blue, pink, with 10 in. silk cord, switch	2.25	<b>Thermal Electric Products Company,</b> Cleveland, Ohio <i>Perfection</i> 6-12 oz. Bottle, 275 watts.....	Warms by Dry Heat, Without Water.	3.50

## Mixers, Whippers and Extractors

Manufacturer	Trade Name and Model	Type	Special Features	Retail Price
<b>Arnold Electric Company</b> Racine, Wis.	Arnold 16 15 17	Drink mixer, detachable rod type Drink mixer, attached rod type Drink mixer, attached rod type,	Ivory porcelain base White porcelain base, nickel silver cup Pistachio green or ivory porcelain base	\$28.50 22.50 28.50
<b>Coolee Manufacturing Company</b> Sandusky, Ohio	18-J-24	Drink mixer, stand type	Jade green, nickel, aluminum cup	6.00
<b>Electro Magnetic Tool Co.</b> 19th St. at 52nd Ave., Chicago, Ill. * \$55 without juice extractor.	Speedway Wife Saver	*Mixer, whipper, beater, juice extractor, buffer, etc.		65.00
<b>Elite Home Electric Company</b> 7 West 22nd Street New York City	Elite  Elite	Reamer type, on stand  Liquid and dressing, icing, etc., mixer	Orange porcelain enamel base, silver plated cup, automatic operation White porcelain base with cup and cocktail shaker White porcelain with silver trim and cup Shaker only Hammered silver base, 3-piece Hammered silver with handles Gold plated, 3-piece	28.50 28.50 31.00 11.50 42.50 55 & 56.50 85.00
<b>Fitzgerald Mfg. Co.</b> Torrington, Conn.	Star-Rite, 802	Drink mixer, whipper	Cast iron base, finished in aluminum, nickel, adjustable, crystal bowl marked in ounces	10.00
<b>A. C. Gilbert Company</b> New Haven, Conn.	Polar Club  Polar Club—B88	Kitchen mixer  Kitchen mixer	Two-piece drawn steel shell, colored wood handle, and cast iron base finished in gray Large crystal bowl, adjustable holder, wooden handle, gray, nickel and black.	4.95 7.50
<b>Gould Electric Mixer Corp.</b> 33 W. 26th St., New York, N. Y.	Gould Electric Mixer	Mixer, whipper, beater, slicer, grinder, drill, buffer, etc.	5 qt. or 1 gal. capacity, ½ hp. motor, weight 38 lbs., variety of colors	99.50
<b>Hamilton Beach Manufacturing Company</b> Racine, Wis.	Hamilton Beach  Hamilton Beach 10 2 Hamilton Beach	Cake-mixing attachment for small motor  Drink mixer, mounted Drink heater attachment for mixers	  Automatic action, white enamel finish Nickel Finish Separable cup and Heater	5.00 22.00 18.50 9.75
<b>Hoe Corporation</b> Poughkeepsie, N. Y.	Merryway Home Power Unit	Mixer, chopper, coffee grinder, pea sheller, sharpener, ice crusher, fruit juice extractor, freezer, beater buffer, shelf, etc.*	Metal stand on casters, white enamelled, storage cabinet for attachments, operates two attachments at once	180.00

\* Available also in three combinations at \$102.50, \$131.25 and \$161.25, prices based on number of attachments included with foundation power unit.

Manufacturer	Trade Name and Model	Type	Special Features	Retail Price
<b>Kitchen Aid Manufacturing Company</b> Troy, Ohio	Kitchen Aid	Whipping, beating, slicing, chopping, shredding, freezing, sieving, etc.	5 qt. bowl, whip, batter beater, pastry knife, bread hook, panning chute, oil dropper and ice or hot water jacket	
<b>The MacLeod Manufacturing Company</b> 2640 Greenview Avenue Chicago, Ill. See Adv. P. 184	Dormeyer	Beater, whipper and mixer, hand-type	Variable speeds, universal motor, 8-blade beater	\$22.50
<b>Read Machinery Company</b> York, Pa.	Mixonette	5 and 12 qt. mixer	Stand mounted with attachments	
<b>Reynolds Electric Co.</b> 2650 W. Congress St., Chicago, Ill.	Reco 12-qt. Food Mixer	Grinder, slicer, grater, juice extractor, freezer, etc.	12-qt. bowl, heavy metal frame	100.00 F.o.b.
<b>Signal Electric Mfg. Co.</b> Menominee, Mich.	Signal	Fruit juice extractor	French gray finish, stainless aluminum cup	16.00
<b>United Electrical Manufacturing Company</b> Adrian, Mich.	Eskimo Kitchen Mechanic	Kitchen mixer	Stand mounted, gray and white enamel	7.00

## Miscellaneous

Trade Name and Model	Special Features	Retail Price	Trade Name and Model	Special Features	Retail Price
<b>Barnstead Still &amp; Sterilizer Co.,</b> Forest Hills, Boston, Mass.			<b>Oakes Mfg. Co.,</b> Tipton, Ind. See Adv. P. 183		
<b>Barnstead</b>			<b>Oakes</b>		
HE-1.....	Home Water Still—1 qt. per hour, Copper, \$20.00 Nickel, 21.00		G-84, Electric Incubator.....	165 egg, 29" diameter, metal. Thermometer, thermostat, egg tester, models for 32, 110 or 220 volts.....	\$35.00
HE-2.....	Home Water Still—2 qts. per hour, Copper, 30.00 Nickel, 32.00		G-84-A, Electric Incubator.....	165 egg, 29" diameter, metal. Thermometer, thermostat, egg tester, models for 32, 110 or 220 volts. With 36" high stand.....	38.00
<b>Cole Manufacturing Co.,</b> 1000 N. 28th St., Birmingham, Ala.			G-87, Electric Hen.....	60 egg, 19" diameter, metal, thermometer, thermostat, brooder curtains, egg tester, legs models for 32, 110 or 220 volts.....	18.00
<b>Comanco</b>			G-88, Electric Hen.....	100 egg, 19" diameter, metal, thermometer, thermostat, brooder curtains, egg tester, legs, models for 32, 110 or 220 volts.....	25.00
Frees-E-Z Freezer.....	Clamps to "dash post" of agitator type washing machines. 1 gallon capacity, with outside container to catch overflow watt.....	10.00	G-94, New Colony Brooder.....	500 chicks, 44" diameter, metal thermometer, thermostat, brooder curtain, models for 32, 110, 220 volts.....	20.00
Churn-E-Z Churn.....	2 quart Free-E-Z Freezer without outside container.....	6.50	G-89, Electric Hover.....	Automatic regulation, brooder thermometer, curtain, legs for 32, 110 or 220 volts, 75 to 100 chicks.....	16.50
Dishwasher.....	Clamps to "dash post" of agitator type washing machines. Five gallon. (Extra gallon cans each \$0.75, two quart cans, \$0.50).....	10.00	G-90, 91, 92, 920 Brooders.....	100 to 1,000 chicks, galvanized steel, thermostat, thermometer, ventilator, curtains, pilot light, models for 32, 110 or 220 volts.....	16.75 to 32.50
See Adv. P. 190	Aluminum.....		G-150A, Storage Brooder.....	Wood stand, one unit for 2,000 chicks (others obtainable at \$10.50 each mount atop foundation unit) metal, thermometer, feeder and fountain, models for 32, 110 or 229 volts.....	20.00
<b>Eagle Electric Mfg. Co.,</b> Brooklyn, N. Y.			G-95, Egg Tester.....	Models for 32 or 110 volts.....	1.75
<b>Eagle</b>			<b>Rogers Electric Laboratories Co.,</b> Cleveland, Ohio		
385, Vaporizer.....	Automatic shut-off when liquid is exhausted.....	3.50	<b>Rogers</b>		
<b>Gas-Gard Co.,</b> 375 Main St. East, Rochester, N. Y.			509, Vaporizer.....		2.75
<b>Gas-Gard</b>			<b>Thermo-Electric Incubator &amp; Brooder Co.</b> 712 Washington Ave., New Orleans, La.		
Water Heater Control.....	Thermostat and Switch Control, for Gas Water Heaters.....		<b>Reed</b>		
<b>Hare Mfg. Co.,</b> 15 at Locust, Philadelphia, Pa.			5, Electric Incubator.....	50 egg capacity.....	19.85
<b>TyBoy</b> .....	Electric neckwear-presser for home use.....	2.00-3.00	6, Electric Incubator.....	120 egg capacity and egg turner.....	29.00
<b>PressemBoy</b> .....	Electric trouser-presser for home use.....	10.00	8, Electric Incubator.....	240 egg capacity and egg turner.....	39.98
<b>Insect Electrocuter Co.,</b> 176 W. Adams St., Chicago, Ill.			15, Mammoth Incubator.....	700 egg capacity, two compartments.....	110.00
<b>Insect Electrocuter</b> .....	In form of hanging lantern with incandescent lamp. Parallel wires enclosing lamp are oppositely charged by means of a special transformer.....		21, Mammoth Incubator.....	2,100 egg capacity, triple deck, six compartments.....	320.00
<b>Insect Electrocuters</b> .....	Also made in form of screened door, window screen.....		27, Mammoth Incubator.....	1,400 egg capacity, 4 units of 350 each.....	250.00
<b>Landers, Frary &amp; Clark,</b> New Britain, Conn.			9, Electric Brooder.....	60 chicks.....	13.75
<b>Universal</b>			10, Electric Brooder.....	100 chicks.....	16.50
E 980 N.....	Plate Warmer, 8½"x20¾", Nickel, 80 Watts.....	20.00	12, Electric Brooder.....	250 chicks.....	22.50
			13, Electric Brooder.....	500 chicks.....	29.98
			14, Electric Brooder.....	1,000 chicks.....	39.75
				(Equipped with thermostat, thermometer).	

## Oil House Heating Equipment

Manufacturer	Model and Trade Name	Type	Fuel Gravity Deg. Baumé	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
<b>American Nokol Corp.</b> 4200 Schubert Ave. Chicago, Illinois See Adv. P. 43	G-1, 21451	Pressure atomizing	28° to 45°	Built in firebrick	700- 1,137	Continuous elec. arc	Pressure	215	Not given
	G-2, 22451	Pressure atomizing	28° to 45°	Built in firebrick	3,150- 5,100	Continuous elec. arc	Pressure	260	Not given
	G-3, 23451	Pressure atomizing	28° to 45°	Built in firebrick	6,300-10,200	Continuous elec. arc	Pressure	485	Not given
	"L", 0421	Atomizing venturi nozzle	36°	Fire pot	327- 523	Expanding gas pilot	Suction	220	Not given
	"L", 6421	Atomizing venturi nozzle	36°	Fire pot	430- 715	Expanding gas pilot	Suction	220	Not given
	"L", 7421	Atomizing venturi nozzle	36°	Fire pot	500- 850	Expanding gas pilot	Suction	240	Not given
	"L", 1421	Atomizing venturi nozzle	36°	Fire pot	635- 1,050	Expanding gas pilot	Suction	280	Not given
	"L", 10421	Atomizing venturi nozzle	36°	Fire pot	1,040- 1,670	Expanding gas pilot	Suction	280	Not given



# Oil House Heating Equipment—Continued

## Appliance

Manufacturer	Model and Trade Name	Type	Full Gravity Deg. Baumé	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
<b>American Nokol Corp.—Continued</b>	"L", 2421	Atomizing	36°	Fire pot	1,600- 2,550	Expanding gas pilot	Suction	315	Not given
	"L", 3421	Atomizing venturi nozzle	36°	Fire pot	2,060- 3300	Expanding gas pilot	Suction	340	Not given
	"L", 16421	Atomizing venturi nozzle	36°	Fire pot	2,800- 4,480	Expanding gas pilot	Suction	465	Not given
	"N", 41421 ( 8-14)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 14" dia.	506- 800	Gas pilot	Pressure	340	Not given
	"N", 42421 ( 8-17)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 17" dia.	675- 1,080	Gas pilot	Pressure	345	Not given
	"N", 43421 ( 8-19)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 19" dia.	1,012- 1,620	Gas pilot	Pressure	353	Not given
	"N", 44421 ( 8-21)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 21" dia.	2,025- 3,240	Gas pilot	Pressure	367	Not given
	"N", 54421 (10-21)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 21" dia.	2,700- 4,320	Gas pilot	Pressure	458	Not given
	"N", 55421 (10-23)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 23" dia.	4,050- 6,480	Gas pilot	Pressure	465	Not given
	"N", 65421 (12-23)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 23" dia.	4,050- 6,480	Gas pilot	Pressure	525	Not given
	"N", 66421 (12-29)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 29" dia.	5,400- 8,640	Gas pilot	Pressure	573	Not given
	"N", 67421 (14-33)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 33" dia.	7,087-11,338	Gas pilot	Pressure	680	Not given
	"N", 68421 (16-38)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 38" dia.	8,438-13,500	Gas pilot	Pressure	732	Not given
	"N", 68421 (16-385)	Centrifugal fire atomizing	28° to 45°	Firebrick in bowl 38" dia.	11,812-18,900	Gas pilot	Pressure	740	Not given
	"N", 89421	Centrifugal	28° to 45°	Firebrick in bowl 48" to 80" dia.	Up to 250 H.P.	Gas pilot	Pressure	1,040	Not given
	"R", 181441	Centrifugal fire atomizing	36° to 45°	Refractory hearth and spec. tile	408- 653	Gas pilot	Centrifugal force	135	Not given
	"R", 182441	Centrifugal fire atomizing	36° to 45°	Refract ry hearth and spec. tile	543- 863	Gas pilot	Centrifugal force	135	Not given
	"R", 183441	Centrifugal fire atomizing	36° to 45°	Refract ry hearth and spec. tile	725- 1,160	Gas pilot	Centrifugal force	135	Not given
	"R", 184441	Centrifugal fire atomizing	36° to 45°	Refract ry hearth and spec. tile	1,300- 2,100	Gas pilot	Centrifugal force	135	Not given
<b>Automatic Burner Corp.</b> 312 North May St. Chicago, Ill.	Heat King A.B.C.	Atomizing spinning cup	28°	Bowl type Refractory base	3,000- 4,500	Electric or gas	Centrifugal force	148	\$400.00-\$900.00
<i>See Adv. P. 158-159</i>									
<b>Baker Oil Burner Corp.</b> 1926 Broadway New York, N. Y.	M	Spray with oppos-	32°	Air cooled 10" dia.	800- 1,200	Electric	Pressure	365	550.00
	Baker Automatic	ing air blast			1,500- 2,200				650.00
	L	Atomizing	28°	Brick	4,000- 6,000	Electric	Pressure	290	750.00
	L	Gun type	28°	Brick	600- 2,000	Electric	Pressure	300	500.00
<b>Boston Machine Works Co.</b> 7 Willow St. Lynn, Mass.	Economy Sure Heat	Atomizing and vaporizing	32° to 42°	Firebrick in bowl	1,500- 2,000	Gas	Pressure	250	
	Economy Junior	Atomizing and vaporizing	34° to 42°	Firebrick in bowl	500- 1,200	Gas	Pressure	200	
<b>Caloroll Burner Corp.</b> 225 West 34th St. New York City	1 Caloroll	Atomizing and vaporizing	28°	Built in firebrick	1,250- 2,000	Electric, gas and electric-gas	Suction	238	Not given
	1 Caloroll	Natural draft Atomizing and Vaporizing	28°	Built in firebrick	2,500- 4,000	Electric, gas and electric-gas	Suction	274	Not given
	3 Caloroll	Natural draft Atomizing and Vaporizing	28°	Built in firebrick	3,750- 6,000	Electric, gas and electric-gas	Suction	378	Not given
	4 Caloroll	Natural draft Atomizing and Vaporizing	28°	Built in firebrick	5,000- 8,000	Electric, gas and electric-gas	Suction	404	Not given
	5 Caloroll	Natural draft Atomizing and Vaporizing	28°	Built in firebrick	6,250-10,000	Electric, gas and electric-gas	Suction	505	Not given
	2 Lawrence May	Atomizing	28°	Combustion Chamber	600	Electric	Pressure	300	
	21 Lawrence May				750				
	3 Lawrence May				900				
	4 Lawrence May				1,200				
	5 Lawrence May				1,500				
	6 Lawrence May				1,800				
	7 Lawrence May				2,100				
	7 Lawrence May								
<b>Combustion Fuel Oil Burner Co.</b> 10 Keefe Ave. Milwaukee, Wis.	0 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	500- 750	Electric or gas pilot	Pressure	240	*375.00 Elec. ignition 400.00
	1 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	1,000- 1,610	Electric or gas pilot	Pressure	245	400.00 Elec. ignition 425.00
	3 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	2,400- 3,800	Electric or gas pilot	Pressure	260	450.00 Elec. ignition 560.00
	4 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	4,000- 6,400	Electric or gas pilot	Pressure	575	610.00 Elec. ignition 710.00
	6 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	8,000-12,800	Electric or gas pilot	Pressure	650	760.00 Elec. ignition 910.00
	8 Combustion	Atomizing air jet	28° to 36°	Built in firebrick	12,000-19,200	Electric or gas pilot	Pressure	800	910.00 Elec. ignition 960.00
*Includes contactor controls, Minneapolis controls, obtainable at higher price for all models.									
<b>Electrol, Incorporated</b> 170 Dorcas St. St. Louis, Mo.	T-J	Atomizing	28°	Built in firebrick	800-1,300	Electric	Pressure	150	Not given
	Electrol	mechanical	28°	Built in firebrick	3,000 5,500	Electric	Pressure	310	Not given
	T	Atomizing	28°	Built in firebrick	7,500-12,000	Electric	Pressure	350	Not given
	TD	mechanical	28°	Built in firebrick					

Manufacturer	Model and Trade Name	Type	Fuel Gravity Deg. Baumé	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
<b>Hardinge Bros., Inc.</b> 4149 Ravenswood Ave. Chicago, Ill.	Hardinge	Atomizing centrifugal fire	28°	Firebrick bowl	25,000-40,000	Gas pilot and electric	Pressure and gravity		Not given
<b>S. T. Johnson Co.</b> 940 Arlington Ave. Oakland, Calif. See Adv. P. 3	B Junior Johnson	Centrifugal Atomizing Horizontal Rotary	28°	Built in firebrick	750	Gas	Gravity or Pressure	190	Not given
	26A Johnson 1½	Centrifugal Atomizing Horizontal Rotary	28°	Built in firebrick	600	Gas	Pump suction	235	Not given
	26A Johnson 2½	Centrifugal Atomizing Horizontal Rotary	28	Built in firebrick	2,000	Gas	Pump suction	255	Not given
	26A Johnson 3½	Centrifugal Atomizing Horizontal Rotary	28°	Built in firebrick	5,000	Gas	Pump suction	285	Not given
	26A Johnson 4½	Centrifugal Atomizing Horizontal Rotary	28°	Built in firebrick	10,000	Gas	Pump suction	450	Not given
	26A Johnson 5½	Centrifugal Atomizing Horizontal Rotary	28°	Built in firebrick	20,000	Gas	Pump suction	525	Not given
	Johnson 22 5 sizes	Centrifugal Atomizing Horizontal Rotary	14°	Built in firebrick	600-20,000	Manual	Gravity, pressure or pump suction	175 to 475	Not given
	Johnson Whirlwind 6 sizes	Blower Atomizing	28°	Built in firebrick	500- 4,000	Manual	Gravity or pressure	100 to 130	Not given
	Johnson Natural Draft (4 sizes)	Natural draft	32°	For installation in range, cookstove, heater	200-1,000	Manual	Gravity	11½ to 49½	
<b>May Oil Burner Co.</b> 3500 E. Biddle St. Baltimore, Md.	L Quiet May	Atomizing mechanical	28° to 32°	Built in firebrick	2,400- 4,000	Electric	Pressure	300	
	C Quiet May	Atomizing mechanical	28° to 32°	Built in firebrick	10,000-15,000	Electric	Pressure	400	
	A Quiet May	Atomizing mechanical	28° to 32°	Built in firebrick	600- 1,000	Electric	Pressure	200	
<b>Petroleum Heat &amp; Power Co.</b> Stamford, Conn.	Petro LD-0	Atomizing air driven turbine cup	28° to 32°	Built in firebrick	1,000	Electric or electric-gas	Vacuum		Not given
	Petro LD-1	Atomizing air driven turbine cup	28° to 32°	Built in firebrick	2,000	Electric or electric-gas	Vacuum		Not given
	Petro LD-2	Atomizing air driven turbine cup	28° to 32°	Built in firebrick	4,000	Electric or electric-gas	Vacuum		Not given
	Petro LD-3	Atomizing air driven turbine cup	28° to 32°	Built in firebrick	8,000	Electric or electric-gas	Vacuum		Not given
	Petro LD-4	Atomizing air driven turbine cup	28° to 32°	Built in firebrick	17,000	Electric—Gas only	Vacuum		Not given
<b>Preferred Oil Burner, Inc.</b> Peoria, Ill.	4 sizes Hart	Atomizing mechanical	38°	Built in firebrick	Up to 4,000	Electric or gas	Vacuum		Not given
<b>Rayfield Mfg. Co.</b> 21st and Rockwell Sts. Chicago, Ill.	Rayfield Junior	Atomizing	28 to 30°	Crushed firebrick	700-1125	Electric	Pressure		
	Rayfield, 1½	Atomizing	28 to 30°	Crushed firebrick	1500-2400	Electric	Pressure		
	Rayfield, 2	Atomizing	28 to 30°	Crushed firebrick	2100-3400	Electric	Pressure		
	Rayfield, 2½	Atomizing	28 to 30°	Crushed firebrick	3300-5300	Electric	Pressure		
	Rayfield, 3	Atomizing	*28 to 30°	Crushed firebrick or built-in firebox	4,500	Electric	Pressure		
	Rayfield, 3½	Atomizing	*28 to 30°	Built-in firebox	6,000	Electric	Pressure		
	Rayfield, 4	Atomizing	*28 to 30°	Built-in firebox	10,000	Hand	Pressure		
			*28 to 30°	Built-in firebox	15,000	Hand	Pressure		
*(18-20° pre-heat).									
<b>W. S. Ray Mfg. Co.</b> 170 Sutter St. San Francisco, Calif.	00 Ray Rotary	Angular vane nozzle	Up to 20°	Built in firebrick	600- 900	Electro-gas Straight gas	Gravity	400	
	00-C Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	800- 1,200	Straight electric Electro-gas	Suction or gravity	415	
	0 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	1,000- 1,500	Straight electric Electro-gas	Suction or gravity	415	
	1 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	1,800- 2,400	Straight electric Electro-gas	Suction or gravity	450	
	150 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	3,000- 4,500	Straight electric Electro-gas	Suction or gravity	450	
	2 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	5,000- 7,500	Straight electric Electro-gas	Suction or gravity	500	
	3 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	7,500	Straight electric Electro-gas	Suction or gravity	500	
	4 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	10,000	Straight electric Electro-gas	Suction or gravity	550	
	5 Ray Rotary	Atomizing Angular vane nozzle	Up to 20°	Built in firebrick	14,000	Straight electric Electro-gas or gas	Suction or gravity	550	
<b>Relf Rexoil, Inc.</b> 52 E. North St. Buffalo, N. Y.	C Rexoil	Vaporizing	36° to 43°	Metal 10"x4" Spiral cone flame	850- 1,400	Gas pilot	Gravity		\$350.00
	D Rexoil	Atomizing mechanical draft	26° to 30°	Built in firebrick	5,000	Electric	Low Pressure		Under 500.00 installed

# Oil House Heating Equipment—Continued

# Appliance

Manufacturer	Model and Trade Name	Type	Fuel Gravity Deg. Baumé	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
<b>Silent Automatic Corp.</b> 255 Meldrum Ave. Detroit, Mich.	Silent Automatic	Atomizing and vaporizing rotary	36°	Refractory Hearth and special tile	2,500-4,000	Gas or electric	Gravity and rotating picks		Not given
<b>Summerheat Corp. of America</b> Dowagiac, Mich.	Summerheat	Atomizing air blast	32°	Attaches to feed door	1,000-1,600	Gas pilot or electric	Pressure and gravity	120	\$395.00 with 250 gal. tank
*Two other models same size, gas ignition or electric ignition.									
<b>Sundstrand Engineering Co.</b> Rockford, Ill.	Sundstrand	Atomizing air-oil jet	32° to 40°	Metal fire pot	2,000- 3,000	Electric	Pressure	350	385.00-530.00
<b>Super Oil Heater Co.</b> 1027 Newport Ave. Pawtucket, R. I. <i>See Adv. P. 189</i>	Super Automatic	Atomizing disc flame Mechanical draft	28° to 32°	Firebrick in bowl	600- 1,000	Gas pilot or electric	Pressure	120	Not given
<b>Sword &amp; Kimber Co.</b> 4861 Stanton Ave. Philadelphia, Pa.	Sword Silent	Atomizing Recirculation of hot gas	36°	Air cooled gas pot	1,200- 2,000	Gas pilot	Pressure	350	475.00 installed without tank
<b>Timken-Detroit Co.</b> 100-400 Clark Ave., Detroit, Mich.	Timken	Atomizing	28° or lighter	Built in firebrick	2,000-	Electric	Suction	135	Not given
<b>Wayne Co.</b> Fort Wayne, Ind.	Wayne 2 sizes	Atomizing mechanical	28° Min.	Built in firebrick	1,500 & 4,200 Max.	Electric or gas	Pressure	250 310	425.00 575.00
<b>Williams Oil-O-Matic Heating Corp.</b> Bloomington, Ill.	1200 Oil-O-Matic	Atomizing mechanical and spray	28° to 30°	Built in firebrick	1,500- 2,400	Electric and gas	Pressure		
	1800 Oil-O-Matic	Atomizing mechanical and spray	28° to 30°	Built in firebrick	4,000- 6,400	Electric and gas	Pressure		
	10" Dist-O-Matic	Generating	36 to 40°	Pressed steel	225 sq. ft.— 360 sq. ft.	Gas or oil	Gravity		
	13" Dist-O-Matic	Generating	36 to 40°	Pressed steel	420 sq. ft.— 720 sq. ft.	Gas or oil	Gravity		
<b>Winslow Boiler and Engineering Co.</b> 844 Rush St., Chicago, Ill.	805 Kleen-Heat GJ	Atomizing Vaporizing hot plate, gas heated	28° or lighter		600 to 6,800 1,000 to 11,100	Electric spark	Pump	250	650.00
	Kleen-Heat "Challenger"	Premixing	36° or lighter	Metal fire pot	400 to 1,200 600 to 2,000 300 to 6,000 500 to 1,000	Gas pilot	Gravity		
	Kleen-Heat			Metal fire pot		Gas pilot	Gravity	150	285.00

## Percolators

Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Aluminum Cooking Utensil Company, New Kensington, Pa.</b>			
<i>Wear-Ever</i>			
1346.....	6-cup	Loving Cup, Aluminum.....	\$6.95
1272.....	6-cup	Sugar Bowl, Aluminum.....	5.95
(Elements: Nichrome IV)			
<b>Armstrong Electric &amp; Mfg. Co., Huntington, W. Va.</b>			
<i>Perc-O-Toaster</i>			
Comb. Toaster and Perco-	6-cup	2 slices Bread, Nickel.....	11.85
<b>Beardsley &amp; Wolcott Mfg. Co., Waterbury, Conn.</b>			
<i>Torrid</i>			
Percolator Set, R213.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	47.50
Percolator Set R233.....	9-cup	Butler, Silver Plate on Nickel-Silver.....	49.50
Urn Set R263.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	49.50
Urn Set R283.....	9-cup	Butler, Silver Plate on Nickel-Silver.....	51.50
Percolator R203.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	25.00
Percolator R223.....	9-cup	.....	27.00
Urn R253.....	7-cup	.....	27.00
Urn R273.....	9-cup	.....	29.00
Percolator PO400.....	8-cup	Paneled, Aluminum.....	3.75
Percolator PO100.....	4-cup	Paneled, Aluminum.....	3.50
P2010.....	7-cup	Copper, Cold-Water Type.....	10.95
P4000.....	7-cup	Alum., Cold-Water Type.....	6.95
<b>Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.</b>			
<i>Bersted</i>			
33, Percolator.....	8-cup	Nickel, Plate.....	10.00
188, Percolator.....	9-cup	Aluminum.....	6.25
125, Percolator.....	9-cup	Aluminum, Paneled.....	6.50
405, Percolator.....	6-cup	Aluminum, Paneled.....	3.75
125, Percolator Set (4 piece).....	9-cup	Aluminum, Paneled.....	10.00
405, Percolator Set (4 piece).....	8-cup	Aluminum, Paneled.....	7.50
34, Percolator Set (4 pcs.).....	8-cup	Nickel.....	22.00
35, Percolator Set (4 pcs.).....	8-cup	Nickel.....	24.75
42, Percolator Set (4 pcs.).....	8-cup	Nickel.....	21.00
188, Percolator Set (4 pcs.).....	9-cup	Aluminum.....	10.00
37, Urn.....	10-cup	Nickel.....	13.00
38, Urn Set (4 pcs.).....	10-cup	Nickel.....	27.50
39, Urn Set (4 pcs.).....	10-cup	Nickel.....	24.50
<b>Central Flatiron Mfg. Co., Johnson City, N. Y.</b>			
645..... <i>Betsy Ross</i> .....	5-cup	.....	6.45
648.....	8-cup	.....	6.95
(Elements: Nichrome and Nichrome IV)			

Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Dominion Electric Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.</b>			
81, Percolator.....	8-cup	Aluminum, Colonial.....	\$6.00
80, Percolator.....	8-cup	Aluminum, Paneled.....	4.00
79 Domino.....	6-cup	Aluminum, Paneled.....	3.75
78 Domino.....	4-cup	Aluminum, Paneled.....	3.75
(Elements: Nichrome IV and Chromel A)			
<b>The Dover Mfg. Co., Dover, Ohio</b>			
<i>Dover</i>			
606, Percolator.....	6-cup	Nickel, Colonial.....	9.00
609, Percolator.....	9-cup	Nickel, Colonial.....	10.50
616, Percolator.....	6-cup	Silvery, Paneled Colonial.....	10.50
619, Percolator.....	9-cup	Silvery, Paneled Colonial.....	12.00
524, Percolator.....	4-cup	Aluminum, Paneled.....	4.25
504, Percolator.....	4-cup	Aluminum, Paneled.....	2.95
516, Percolator.....	6-cup	Aluminum, Paneled.....	3.50
518, Percolator.....	8-cup	Aluminum, Paneled.....	3.95
528, Percolator.....	8-cup	Aluminum.....	5.00
926, Percolator Set, (4 pc.).....	6-cup	Silvery-Nickel, Colonial.....	20.00
929, Percolator Set (4 pc.).....	9-cup	Silvery-Nickel, Colonial.....	21.50
906, Percolator Set (4 pc.).....	6-cup	Nickel, Colonial.....	16.50
909, Percolator Set (4 pc.).....	9-cup	Nickel, Colonial.....	18.50
916, Percolator Set (4 pc.).....	6-cup	Silvery, Paneled Colonial.....	23.50
919, Percolator Set (4 pc.).....	9-cup	Silvery, Paneled Colonial.....	25.00
<b>Dowd-Rodgers Co., Inc., 95 Madison Avenue, New York City</b>			
<i>Dowd-Rodgers Percolator</i>			
.....	7-cup	Plain, Paneled, Nickel, Silver, Hammered Silver.....	14.50 up
(Elements: Chromel A, C, Solar and Tophet)			
<b>Edison Elec. Appliance Co., Inc., 5600 West Taylor St., Chicago, Ill.</b>			
<i>Hotpoint</i>			
116-S-20, Urn Set.....	8-cup	Silver, Dolly Madison.....	65.00
115-S-20, Urn Set.....	8-cup	Nickel, Dolly Madison.....	55.00
114-S-20, Urn Set.....	8-cup	Nickel, Reverse.....	44.50
116-S-34, Percolator Set.....	5-cup	Silver, Dolly Madison.....	59.75
115-S-34, Percolator Set.....	5-cup	Nickel, Dolly Madison.....	49.75
114-S-34, Percolator Set.....	5-cup	Nickel, Reverse.....	38.75
114-S-19, Urn Set.....	8-cup	Nickel Paneled, American.....	48.50
114-S-33, Percolator Set.....	5-cup	Nickel Paneled, American.....	41.75
144-S-17, Urn Set.....	8-cup	Nickel Paneled, Grecian.....	45.00
144-S-18, Urn Set.....	8-cup	Nickel, Grecian.....	42.50
115-S-39, Percolator Set.....	6-cup	Nickel, Plymouth.....	14.25
145-S-39, Percolator Set.....	6-cup	Nickel, Plymouth.....	16.50
144-S-35, Percolator Set.....	6-cup	Nickel, Roman.....	18.50



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Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Edison Elect. Appliance Co.—Continued</b>			
115-S-35, Percolator Set...	6-cup	Nickel, Virginian	\$19.50
145-S-35	6-cup	Nickel, Virginian	18.50
114-S-35, Percolator Set...	6-cup	Nickel, Roman	17.00
114-S-45, Percolator Set...	8-cup	Nickel, Roman	19.00
155-S-36, Urn Set...	6-cup	Nickel, Virginian	21.50
155-S-46, Urn Set...	9-cup	Nickel, Virginian	23.00
165-S-36, Urn Set...	6-cup	Nickel, Virginian	20.50
154-S-36, Urn Set...	6-cup	Nickel, Roman	19.00
154-S-46, Urn Set...	9-cup	Nickel, Roman	21.00
114-S-42, Percolator Set...	6-cup	Nickel, Paneled, Trenton	18.75
164-S-36, Urn Set...	6-cup	Nickel, Roman	20.50
144-S-42, Percolator Set...	6-cup	Nickel, Paneled, Trenton	21.00
114-S-38, Urn Set...	6-cup	Nickel, Paneled, Colonial	24.00
114-S-48, Urn Set...	9-cup	Nickel, Paneled, Colonial	25.00
144-S-38, Urn Set...	6-cup	Nickel, Paneled, Colonial	25.75
174-S-38, Urn Set...	6-cup	Nickel, Paneled, Colonial	37.50
114-S-47, Percolator Set...	8-cup	Nickel, Paneled, Colonial	23.00
114-S-37, Percolator Set...	6-cup	Nickel, Paneled, Colonial	22.00
115-S-43, Percolator Set...	6-cup	Nickel, Louis XVI	33.00
115-S-53, Percolator Set...	8-cup	Nickel, Louis XVI	35.00
115-S-44, Urn Set...	6-cup	Nickel, Louis XVI	35.00
115-S-54, Urn Set...	9-cup	Nickel, Louis XVI	37.00
114-S-67, Percolator Set...	6-cup	Nickel, Florentine	34.50
114-S-78, Urn Set...	9-cup	Nickel, Florentine	38.50
114-S-62, Urn Set...	6-cup	Nickel, Birmingham	38.00
114-S-55, Percolator Set...	3-cup	Nickel, Roman	14.75
114-S-63, Percolator Set...	6-cup	Nickel, Concord	40.00
114-S-64, Urn Set...	6-cup	Nickel, Concord	42.00
117-S-39, Percolator Set...	6-cup	Nickel, Olympian	16.50
117-S-40, Urn Set...	6-cup	Nickel, Olympian	18.00
116-P-20, Urn...	8-cup	Silver, Dolly Madison	36.50
115-P-20, Urn...	8-cup	Nickel, Dolly Madison	31.50
114-P-20, Urn...	8-cup	Nickel, Revere	27.50
116-P-34, Percolator...	5-cup	Silver, Dolly Madison	29.50
115-P-34, Percolator...	5-cup	Nickel, Dolly Madison	25.50
114-P-34, Percolator...	5-cup	Nickel, Revere	21.75
114-P-19, Urn...	8-cup	Nickel, Paneled, American	31.00
114-P-33, Percolator...	5-cup	Nickel, Paneled, American	24.25
144-P-17, Urn...	8-cup	Nickel, Paneled, Grecian	25.00
144-P-18, Urn...	8-cup	Nickel, Grecian	23.00
114-P-37, Percolator...	6-cup	Nickel, Colonial	14.75
114-P-47, Percolator...	8-cup	Nickel, Paneled, Colonial	15.50
114-P-42, Percolator...	6-cup	Nickel, Paneled, Trenton	12.50
114-P-35, Percolator...	6-cup	Nickel, Roman	10.50
114-P-45, Percolator...	8-cup	Nickel, Roman	12.50
115-P-39, Percolator...	6-cup	Nickel, Plymouth	9.00
114-P-38, Urn...	6-cup	Nickel, Paneled, Colonial	16.75
114-P-48, Urn...	9-cup	Nickel, Paneled, Colonial	17.50
144-P-36, Urn...	6-cup	Nickel, Roman	12.50
144-P-46, Urn...	9-cup	Nickel, Roman	14.50
115-P-35, Percolator...	6-cup	Nickel, Virginian	12.00
115-P-45, Percolator...	8-cup	Nickel, Virginian	13.50
145-P-36, Urn...	6-cup	Nickel, Virginian	14.00
115-P-46, Urn...	9-cup	Nickel, Virginian	15.50
115-P-43, Percolator...	6-cup	Nickel, Louis XVI	17.50
115-P-53, Percolator...	8-cup	Nickel, Louis XVI	19.50
115-P-44, Urn...	6-cup	Nickel, Louis XVI	19.50
115-P-54, Urn...	9-cup	Nickel, Louis XVI	21.50
114-P-67, Percolator...	6-cup	Nickel, Florentine	20.00
114-P-78, Urn...	9-cup	Nickel, Florentine	24.00
114-P-62, Urn...	6-cup	Nickel, Birmingham	21.00
114-P-55, Percolator...	3-cup	Nickel, Roman	9.50
114-P-63, Percolator...	6-cup	Nickel, Concord	21.00
114-P-64, Urn...	6-cup	Nickel, Concord	23.00
117-P-39, Percolator...	6-cup	Nickel, Olympian	10.00
117-P-40, Urn...	6-cup	Nickel, Olympian	11.50

(Elements: Nichrome, Chromel A)

<b>Thos. A. Edison Inc., Orange, N. J. See Adv. P. 20</b>			
Edicraft...	4-6 cups	Nickel (drip method)	17.50
Siphonator	350 watts		

<b>The Gold Seal Electric Co., 7480-7520 Stanton Ave., Cleveland, Ohio</b>			
11, Urn... Gold Seal		Paneled	7.00
Type-5, Percolator...	8-cup	Paneled Aluminum, Colonial	4.50
Type-6	10-cup	Paneled	5.00

(Elements: Nichrome IV)

<b>Great Northern Mfg. Co., 536 Lake Shore Drive, Chicago, Ill.</b>			
<i>Qualit</i>			
E-736, Percolator	6-cup	Nickel, Wilmette	12.00
E-1602, Percolator	8-cup	Aluminum, Westminster	6.00
E-136, Percolator	6-cup	Nickel, Continental	10.00
E-2800, Percolator	4-cup	Aluminum, Columbian	6.00
E-2802, Percolator	8-cup	Aluminum, Colonial	4.50
E-2700, Percolator	2-cup	Aluminum, Individual	4.00
E-1702 Urn	8-cup	Aluminum, Westminster	10.00
E-746, Urn	6-cup	Nickel, Wilmette	15.00
E-1615, Percolator Set	8-cup	Aluminum, Westminster	9.00
E-1625, Percolator Set	8-cup	Aluminum, Westminster	10.00
E-1630, Breakfast Set	8-cup	Aluminum, Westminster	16.50
E-1650, Bridge Set	8-cup	Aluminum, Westminster with china service	12.00
E-1710, Urn Set	8-cup	Aluminum, Westminster	12.00
E-1720, Urn Set	8-cup	Aluminum, Westminster	12.50
E-1730, Breakfast Set	8-cup	Aluminum, Westminster	20.00
E-786, Percolator Set	6-cup	Nickel, Wilmette	22.50
E-784, Urn Set	6-cup	Nickel, Wilmette	26.50

<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>			
E-82569, Urn. Universal	9-cup	Butler Silver, Westminster	39.50
E-8289, Urn	9-cup	Grecian, Butler Silver	31.50
E-8366, Urn	6-cup	Loving Cup, Bright Silver	29.50
E-8369, Urn	6-cup	Loving Cup, Butler Silver	29.50
E-8269, Urn	9-cup	Loving Cup, Bright Silver	32.50
E-8246, Urn	9-cup	Loving Cup, Butler Silver	32.50
E-8249, Urn	6-cup	Colonial, Butler Silver	23.00
E-8159, Urn	9-cup	Colonial, Butler Silver	24.50
E-8259, Urn	9-cup	Farmington, Bright Silver	38.00
E-8281, Serving Urn	9-cup	Farmington, Butler Silver	38.00
E-9269-N, Urn	21-cup	Grecian, Butler Silver	30.50
	9-cup	Old English De Luxe, Nickel	25.00

## Percolators—Continued

Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Landers, Frary &amp; Clark—Continued</b>			
E-9246-N, Urn	6-cup	Old English, Nickel	\$18.00
E-9249-N, Urn	9-cup	Old English, Nickel	20.00
E-9159-N, Urn	9-cup	Farmington, Nickel	29.50
E-9166-N, Urn	6-cup	Loving Cup, Nickel	21.00
E-9166-C, Urn	6-cup	Loving Cup, Copper	22.50
E-9169-N, Urn	9-cup	Loving Cup, Nickel	23.50
E-9169-C, Urn	9-cup	Loving Cup, Copper	25.00
E-9189-N, Urn	9-cup	Grecian, Nickel	22.50
E-91816-N, Urn	16-cup	Grecian, Nickel	27.50
E-91446-N, Urn	6-cup	Patriot, Nickel	18.00
E-91449-N, Urn	9-cup	Patriot, Nickel	20.00
E-91726-N, Urn	6-cup	Paul Revere, Nickel	16.75
E-91729-N, Urn	9-cup	Paul Revere, Nickel	18.50
E-9199-N, Urn	9-cup	Puritan, Nickel	19.50
E-91759-N, Urn	9-cup	Athenian, Nickel	19.50
E-91739-N, Urn	9-cup	Roman, Nickel	18.75
E-9106-N, Urn	6-cup	Dutch Colonial, Nickel	18.00
E-9109-N, Urn	9-cup	Dutch Colonial, Nickel	19.50
E-8656, Percolator	6-cup	Farmington, Bright Silver	29.50
E-8556, Percolator	6-cup	Farmington, Butler Silver	29.50
E-8686, Percolator	6-cup	Grecian, Bright Silver	23.50
E-9656-N, Percolator	6-cup	Farmington, Nickel	24.50
E-9686-N, Percolator	6-cup	Grecian, Nickel	17.50
E-9546-N, Percolator	6-cup	Old English, Nickel	16.00
E-9644-N, Percolator	4-cup	Colonial, Nickel	13.00
E-9646-N, Percolator	6-cup	Colonial, Nickel	14.00
E-9649-N, Percolator	9-cup	Colonial, Nickel	15.50
E-9606-N, Percolator	6-cup	Dutch Colonial, Nickel	13.50
E-9872-N, Percolator	2-cup	Continental, Nickel	\$8.50
E-9876-N, Percolator	6-cup	Continental, Nickel	9.50
E-8256904, Urn Set	9-cup	Westminster, French Gray, Butler Silver	80.50
E-836604, Urn Set	6-cup	Loving Cup, Bright Silver	64.00
E-826604, Urn Set	6-cup	Loving Cup, Butler Silver	64.00
E-836904, Urn Set	9-cup	Loving Cup, Bright Silver	67.00
E-826904, Urn Set	9-cup	Loving Cup, Butler Silver	67.00
E-815904, Urn Set	9-cup	Farmington, Bright Silver	79.50
E-825904, Urn Set	9-cup	Farmington, Butler Silver	79.50
E-828904, Urn Set	9-cup	Grecian, Butler Silver	71.50
E-926904-N, Urn Set	9-cup	Old English De Luxe, Nickel	47.50
E-924604-N, Urn Set	6-cup	Old English, Nickel	40.50
E-924904-N, Urn Set	9-cup	Old English, Nickel	42.50
E-918904-N, Urn Set	9-cup	Grecian, Nickel	45.75
E-915904-N, Urn Set	9-cup	Farmington, Nickel	54.25
E-916604-N, Urn Set	6-cup	Loving Cup, Nickel	41.75
E-916604-C, Urn Set	6-cup	Loving Cup, Copper	45.25
E-916904-N, Urn Set	9-cup	Loving Cup, Nickel	44.25
E-916904-C, Urn Set	9-cup	Loving Cup, Copper	47.75
E-910604-N, Urn Set	6-cup	Dutch Colonial, Nickel	29.50
E-910904-N, Urn Set	9-cup	Dutch Colonial, Nickel	31.00
E-9239, Urn	9-cup	Aladdin, Nickel	22.50
E-9369, Urn	9-cup	Marie Antoinette, Nickel	23.50
E-93729, Urn	9-cup	Lexington, Nickel	19.50
E-9119, Urn	9-cup	Monticello, Nickel	29.50
E-88759, Urn	9-cup	Athenian, Hammered Silver	37.50
E-8526, Percolator	6-cup	Westminster, Silver	27.50
E-98376, Percolator	6-cup	Lexington, Nickel	11.50
E-8875904, Urn Set	9-cup	Athenian, Hammered Silver	73.50
E-9175904, Urn Set	9-cup	Athenian, Nickel	37.50
E-923904, Urn Set	9-cup	Aladdin, Nickel	41.50
E-937, Percolator	7-cup	Nickel	8.75
E-7546, Percolator	6-cup	Chromium, Old English	20.00
E-9345, Percolator	5-cup	Nickel, Paneled	9.95
E-9347, Percolator	7-cup	Nickel, Paneled	10.95
E-9349, Percolator	9-cup	Nickel, Paneled	11.95
E-9376, Percolator	6-cup	Nickel, Marie Antoinette	11.50
E-9379, Percolator	9-cup	Nickel, Marie Antoinette	13.00
E-9537, Percolator	7-cup	Nickel, Charleston	10.00
E-9564, Percolator	4-cup	Nickel, LaSalle	10.50
E-9567, Percolator	7-cup	Nickel, LaSalle	12.00
E-9726, Percolator	6-cup	Nickel, Raleigh	13.00
E-9729, Percolator	9-cup	Nickel, Raleigh	14.50
E-9956, Percolator	6-cup	Nickel, Plain	7.95
E-9959, Percolator	9-cup	Nickel, Plain	9.95
E-94466, Percolator	6-cup	Jeweled Colonial (Sapphire)	15.00
E-94469, Percolator	9-cup	Jeweled Colonial (Sapphire)	16.50
E-94766, Percolator	6-cup	Jeweled Empire (Sapphire)	13.50
E-94769, Percolator	9-cup	Jeweled Empire (Sapphire)	15.00
E-94876, Percolator	6-cup	Continental (Blue)	10.00
E-95466, Percolator	6-cup	Jeweled Colonial (Garnet)	15.00
E-95469, Percolator	9-cup	Jeweled Colonial (Garnet)	16.50
E-95610, Percolator	10-cup	Nickel, LaSalle	13.50
E-95766, Percolator	6-cup	Jeweled Empire (Garnet)	13.50
E-95769, Percolator	9-cup	Jeweled Empire (Garnet)	15.00
E-95876, Percolator	6-cup	Nickel, Continental (Red)	10.00
E-96466, Percolator	6-cup	Jeweled Colonial (Jade)	15.00
E-96469, Percolator	9-cup	Jeweled Colonial (Jade)	16.50
E-96766, Percolator	6-cup	Jeweled Empire (Jade)	13.50
E-96769, Percolator	9-cup	Jeweled Empire (Jade)	15.00
E-96876, Percolator	6-cup	Nickel, Continental (Green)	10.00
E-98786, Percolator	6-cup	Nickel, Continental (Yellow)	10.00
E-98376, Percolator			10.50
E-9466, Percolator	6-cup	Aluminum, Paneled	7.50
E-9469, Percolator	9-cup	Aluminum, Plain	7.95
E-9614, Percolator	14-cup	Aluminum, Plain	8.75
E-9676, Percolator	6-cup	Aluminum, Plain	6.75
E-9766, Percolator	6-cup	Aluminum, Plain	5.95
E-9487604, Percolator Set	6-cup	Nickel, (Blue)	19.50
E-9587604, Percolator Set	6-cup	Nickel, (Red)	19.50
E-9687604, Percolator Set	6-cup	Nickel, (Green)	19.50
E-9787604, Percolator Set	6-cup	Nickel, (Yellow)	19.50
E-7219, Urn	9-cup	Chromium, Lafayette	39.50
E-7249, Urn	9-cup	Chromium, Old English	29.50
E-9137, Urn	7-cup	Nickel	9.95
E-9177, Urn	7-cup	Nickel, Empire	11.50
E-9608, Urn	8-cup	Nickel, LaSalle	15.00
E-9610, Urn	10-cup	Nickel, LaSalle	16.50
E-91437, Urn	7-cup	Nickel, Fluted	14.50
E-91710, Urn	10-cup	Nickel, Empire	13.50
E-93710, Urn	10-cup	Nickel, Marie Louise	15.00
E-93717, Urn	7-cup	Nickel, Marie Louise	13.50
E-94149, Urn	9-cup	Jeweled Colonial (Sapphire)	18.50
E-94718, Urn	8-cup	Jeweled Colonial (Sapphire)	16.50
E-95149, Urn	9-cup	Jeweled Colonial (Garnet)	18.50

# Percolators—Continued

# Appliance

Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Landars, Frary &amp; Clark—Continued</b>			
E-95397, Urn.....	7-cup	Nickel, Charleston.....	\$12.00
E-95718, Urn.....	8-cup	Jeweled Empire (Garnet).....	16.50
E-96149, Urn.....	9-cup	Jeweled Colonial (Jade).....	18.50
E-96718, Urn.....	8-cup	Jeweled Empire (Jade).....	16.50
E-97210, Urn.....	10-cup	Nickel, Raleigh.....	18.00
E-97217, Urn.....	7-cup	Nickel, Raleigh.....	16.50
E-9173904, Urn Set.....	9-cup	Roman, Nickel.....	36.25
E-936904, Urn Set.....	9-cup	Marie Antoinette, Nickel.....	43.50
E-9372904, Urn Set.....	9-cup	Lexington, Nickel.....	34.50
E-911904, Urn Set.....	9-cup	Monticello, Nickel.....	54.25
E-9837604, Percolator Set.....	6-cup	Lexington, Nickel.....	25.50
E-9876014, Percolator Set.....	6-cup	Continental, Nickel.....	17.50
E-987604, Percolator Set.....	6-cup	Continental, Nickel.....	17.10
<b>Thermaz</b>			
39447, Percolator.....	7-cup	Nickel.....	9.75
3947, Percolator.....	7-cup	Aluminum, Paneled.....	7.50
1956, Percolator.....	6-cup	Nickel.....	7.95
1959, Percolator.....	9-cup	Nickel.....	9.95

## Manning-Bowman & Company, Meriden, Conn.

<b>Manning-Bowman</b>			
4190, 9-S, Urn Set.....	9-cup	Silver Butler, Repousse Chased.....	75.00
4180, 9-S, Urn Set.....	9-cup	Silver, Butler or Bright.....	70.00
4131, 7, Urn Set.....	7-cup	Nickel, Paneled.....	44.00
4131, 7-S, Urn Set.....	7-cup	Silver, Butler, Paneled.....	63.00
4121, 7, Urn Set.....	7-cup	Nickel.....	41.00
4121, 7-S, Urn Set.....	7-cup	Silver, Butler.....	60.00
3131, 7, Percolator Set.....	7-cup	Nickel, Paneled.....	40.00
3131, 7-S, Percolator Set.....	7-cup	Silver, Butler Paneled.....	59.00
3121, 7, Percolator Set.....	7-cup	Nickel.....	37.00
3121, 7-S, Percolator Set.....	7-cup	Silver, Butler.....	56.00
4210, 9, Urn Set.....	9-cup	Nickel.....	32.50
4210, 9-S, Urn Set.....	9-cup	Silver, Butler.....	55.00
4160, 9, Urn Set.....	9-cup	Nickel.....	45.50
4170, 9, Urn Set.....	9-cup	Nickel.....	46.00
4150, 9, Urn Set.....	9-cup	Nickel.....	42.00
4111, 9, Urn Set.....	9-cup	Nickel, Paneled.....	39.00
4140, 7, Urn Set.....	7-cup	Nickel, Paneled.....	27.50
4110, 6, Urn Set.....	6-cup	Nickel, Paneled.....	28.00
4110, 9, Urn Set.....	9-cup	Nickel, Paneled.....	30.00
413, 7, Urn.....	7-cup	Nickel, Paneled.....	24.50
413, 7-S, Urn.....	7-cup	Silver, Paneled Butler.....	33.00
417, 9, Urn.....	9-cup	Nickel.....	25.00
421, 9, Urn.....	9-cup	Nickel.....	20.00
421, 9-S, Urn.....	9-cup	Silver, Butler.....	32.50
412, 7, Urn.....	7-cup	Nickel.....	23.00
412, 7-S, Urn.....	7-cup	Silver, Butler.....	31.50
415, 9, Urn.....	9-cup	Nickel.....	22.50
414, 7, Urn.....	7-cup	Nickel, Paneled.....	17.50
408, 7, Urn.....	7-cup	Nickel, Paneled.....	13.00
408, 9, Urn.....	9-cup	Nickel, Paneled.....	14.50
409, 7, Urn.....	7-cup	Nickel, Paneled.....	15.00
411, 6, Urn.....	6-cup	Nickel, Paneled.....	18.00
411, 9, Urn.....	9-cup	Nickel, Paneled.....	20.00
411, 9-S, Urn.....	9-cup	Silver, Butler.....	32.50
309, 7, Percolator.....	7-cup	Nickel, Paneled.....	13.00
313, 7, Percolator.....	7-cup	Nickel, Paneled.....	20.50
313, 7-S, Percolator.....	7-cup	Silver, Butler, Paneled.....	29.00
311, 6, Percolator.....	6-cup	Nickel.....	15.00
312, 7, Percolator.....	7-cup	Nickel.....	19.00
312, 7-S, Percolator.....	7-cup	Silver, Butler.....	27.50
301, 8, Percolator.....	8-cup	Aluminum.....	7.50
305, 2, Percolator.....	2-cup	Nickel.....	8.50
302, 8, Percolator.....	8-cup	Aluminum, Paneled.....	9.00
308, 9, Percolator.....	9-cup	Nickel, Paneled.....	12.50
305, 4, Percolator.....	4-cup	Nickel.....	9.50

<b>Meriden</b>			
21, Percolator.....	7-cup	Nickel, Paneled.....	9.75
20, Percolator.....	7-cup	Nickel.....	8.00
200, Percolator Set.....	7-cup	Nickel.....	15.00
300, Urn Set.....	7-cup	Nickel.....	19.00
30, Urn.....	7-cup	Nickel.....	12.00
4290, 9, Urn Set.....	9-cup	Nickel.....	54.00
4290, 9-S, Urn Set.....	9-cup	Silver, Butler.....	80.00
4300, 9, Urn Set.....	9-cup	Nickel.....	45.00
4300, 9-S, Urn Set.....	9-cup	Silver, Butler.....	72.50
429, 9, Urn.....	9-cup	Nickel.....	30.00
430, 9, Urn.....	9-cup	Nickel.....	25.00
429, 9-S, Urn.....	9-cup	Silver, Butler.....	43.00
430, 9-S, Urn.....	9-cup	Silver, Butler.....	39.00
4160, 9-S, Urn Set.....	9-cup	Silver Butler.....	65.00
4500, 9, Urn Set.....	9-cup	Nickel.....	47.00
4510, 9, Urn Set.....	9-cup	Nickel.....	47.00
4490, 9, Urn Set.....	9-cup	Nickel.....	31.00
4492, 9, Urn Set.....	9-cup	Nickel.....	41.00
4350, 9, Urn Set.....	9-cup	Nickel.....	50.00
4350, 9-S, Urn Set.....	9-cup	Silver Butler.....	76.00
4340, 9, Urn Set.....	9-cup	Nickel.....	26.00
4360, 7, Urn Set.....	7-cup	Nickel.....	26.00
4330, 9, Urn Set.....	9-cup	Nickel.....	33.00
4111, 9-S, Urn Set.....	9-cup	Silver Butler.....	62.00
201, Percolator Set.....	7-cup	Nickel with Green Trim.....	19.50
K-4470, 9, Urn Set.....	9-cup	Aranium Butler.....	135.00
K-4470, 9, Urn Set.....	9-cup	Aranium Bright.....	125.00
K-4500, 9, Urn Set.....	9-cup	Aranium Bright.....	61.50
K-4491, 9, Urn Set.....	9-cup	Aranium Bright.....	50.00
K-4250, 9, Urn Set.....	9-cup	Aranium Bright.....	40.00
K-4370, 9, Urn Set.....	9-cup	Aranium Bright.....	45.00
K-4160, 9, Urn Set.....	9-cup	Aranium Bright.....	60.00
433, 9, Urn.....	9-cup	Nickel.....	19.00
436, 7, Urn.....	7-cup	Nickel.....	16.00
434, 9, Urn.....	9-cup	Nickel.....	17.00
435, 9, Urn.....	9-cup	Nickel.....	28.50
435, 9-S, Urn.....	9-cup	Silver Butler.....	41.50
334, 6, Percolator.....	6-cup	Nickel.....	14.00
334, 9, Percolator.....	9-cup	Nickel.....	15.00
336, 7, Percolator.....	7-cup	Nickel.....	14.00
K-336, 7, Percolator.....	7-cup	Aranium Bright.....	17.00
K-337, 6, Percolator.....	6-cup	Aranium Bright.....	19.00
<i>(Elements: Chromel C and Nichrome)</i>			

## Massillon Aluminum Co., Massillon, Ohio

Betty Bright			
Percolator.....	4-cup	Aluminum.....	

Trade Name, Model	Capacity	Design and Finish	Retail Price
<b>Massillon Aluminum Co.—Continued</b>			
Percolator.....	6-cup	Aluminum.....	
Percolator.....	5½-cup	Aluminum.....	

## Metal Ware Corp., Two Rivers, Wis.

<b>Empire</b>			
S-64, Perc., Tea and Coffee.....	4-cup	Aluminum.....	\$5.50
710, Perc. Tea and Coffee.....	4-cup	Nickel.....	6.75
711, Percolator.....	6-cup	Nickel, Paneled.....	8.50
712, Percolator.....	8-cup	Nickel, Paneled.....	9.50
S-68, Percolator.....	8-cup	Aluminum Loving Cup, Paneled.....	7.50
S-56 Percolator.....	8-cup	Aluminum, Paneled.....	6.00
S-61, Percolator.....	12-cup	Aluminum, Paneled.....	6.50
S-63, Percolator.....	2-cup	Aluminum, Paneled.....	3.25
714, Urn.....	8-cup	Nickel.....	15.00
822, Urn Set.....	8-cup	Nickel, Paneled.....	25.00
722, Percolator Set.....	8-cup	Nickel, Paneled.....	19.50
<b>1800, Percolator, Immersion Element.....</b>			
4-cup	Aluminum, Paneled.....		3.75
<b>1801, Percolator, Immersion Element.....</b>			
6-cup	Aluminum, Paneled.....		4.00
<b>1802, Percolator, Immersion Element.....</b>			
8-cup	Aluminum, Paneled.....		4.25
<b>1600, Percolator, Flat Element.....</b>			
4-cup	Aluminum, Paneled.....		3.25
<b>1601, Percolator, Flat Element.....</b>			
6-cup	Aluminum, Paneled.....		3.50
<b>1602, Percolator, Flat Element.....</b>			
8-cup	Aluminum, Paneled.....		3.75
<i>(Elements: Nichrome and Nichrome IV)</i>			

## National Stamping and Electric Co., 3212 W. Lake St., Chicago, Ill.

<b>White Cross</b>			
281, Percolator.....	4-cup	Round Aluminum.....	4.40
271, Percolator.....	6-cup	Paneled, Aluminum.....	3.70
261, Percolator.....	8-cup	Paneled, Aluminum.....	3.90
241, Percolator.....	9-cup	Paneled, Aluminum.....	5.80
251, Percolator.....	7-cup	Round Aluminum.....	3.40
291, Percolator.....	6-cup	Nickel.....	7.50
292, Percolator.....	8-cup	Nickel.....	8.50
291-TS, Percolator Set.....	6-cup	Nickel.....	14.00
292-TS, Percolator Set.....	8-cup	Nickel.....	15.00
281-TS, Percolator Set.....	4-cup	Aluminum, Round.....	6.00
271-TS, Percolator Set.....	6-cup	Aluminum, Paneled.....	5.50
261-TS, Percolator Set.....	8-cup	Aluminum, Paneled.....	5.70
241-TS, Percolator Set.....	9-cup	Aluminum, Paneled.....	7.00
251-TS, Percolator Set.....	7-cup	Aluminum, Paneled.....	5.40

## Rome Mfg. Co., Rome, N. Y.

<b>Rome</b>			
Percolator.....	6-cup	Nickel.....	5.00
Percolator.....	8-cup	Nickel.....	5.50
Percolator.....	6-cup	Nickel.....	7.00
Percolator.....	7-cup	Nickel.....	7.00
Percolator.....	8-cup	Nickel.....	7.00
Percolator.....	9-cup	Nickel.....	7.00
Urn.....	7-cup	Nickel.....	8.00
Urn.....	9-cup	Nickel.....	8.00
Percolator.....	6-cup	Nickel.....	6.00
Percolator.....	9-cup	Nickel.....	6.50

## Robeson Rochester Corp., Rochester, N. Y.

<b>Royal Rochester</b>			
5600358, Urn Set.....	10-cup	Vitrified China, Royal Bouquet.....	44.00
5700368, Urn Set.....	10-cup	Vitri. China, Cobalt and Pearl Colonial.....	46.00
5700368, Urn Set.....	9-cup	Vitrified China, Brittany.....	41.50
5800388, Urn Set.....	10-cup	Vitrified China, Normandy.....	47.50
5890318, Urn Set.....	9-cup	Vitrified China, Cobalt Blue.....	40.00
5900330, Urn Set.....	10-cup	Vitrified China, Golden Pheasant.....	49.50
6100240C, Urn Set.....	10-cup	Vitrified China, Fawn and Rose.....	61.50
6200308C, Urn Set.....	10-cup	Vitrified China, Cobalt and Pearl.....	61.00
6300374R, Urn Set.....	10-cup	Vitrified China, Modernistic.....	53.00
6300388C, Urn Set.....	10-cup	Vitrified China, Modernistic.....	69.00
6190240C, Urn Set.....	9-cup	Nickel Silver, Loving Cup.....	58.25
6270354, Urn Set.....	7-cup	Nickel Silver, Early American.....	25.00
6780354, Urn Set.....	8-cup	Nickel Silver, Colonial.....	32.50
6870216, Urn Set.....	7-cup	Nickel Silver, Century.....	20.75
688037R, Urn Set.....	8-cup	Nickel Silver, Majestic.....	31.15
6890374C, Urn Set.....	8-cup	Nickel Silver, Majestic.....	31.15
6890354, Urn Set.....	9-cup	Nickel Silver, Oriental.....	28.40
699334, Urn Set.....	8-cup	Nickel Silver, Oriental Panel.....	27.25
7090248, Urn Set.....	9-cup	Nickel Silver, Buckingham.....	27.25
7190118, Urn Set.....	9-cup	Hammered Nickel, Royal Duchess.....	31.50
7290418, Urn Set.....	9-cup	Nickel Silver, Princeton.....	33.90
7390440, Urn Set.....	9-cup	Nickel Silver, Marie Antoinette.....	40.50
5070354, Percolator Set.....	7-cup	Vitri. China, Cobalt and Pearl Colonial.....	45.50
5170334, Percolator Set.....	7-cup	Vitrified China, Royal Bouquet.....	31.75
5270374R, Percolator Set.....	7-cup	Vitrified China, Modernistic.....	44.50
545334, Percolator Set.....	5-cup	Vitrified China, Cobalt Blue.....	28.25
5570238, Percolator Set.....	7-cup	Vitrified China, Fawn and Rose.....	39.75
565334, Percolator Set.....	5-cup	Vitrified China, Brittany.....	28.75
5670354, Percolator Set.....	7-cup	Vitrified China, Normandy.....	35.00
577334, Percolator Set.....	7-cup	Vitrified China, Cobalt and Pearl.....	35.25
5970438, Percolator Set.....	7-cup	Vitrified China, Golden Pheasant.....	40.00
157314, Percolator Set.....	7-cup	Nickel Silver, Swanston.....	19.90
2470238, Percolator Set.....	7-cup	Nickel Silver, Buckingham.....	27.50
248414R, Percolator Set.....	8-cup	Nickel Silver, Majestic.....	22.50
248414G, Percolator Set.....	8-cup	Nickel Silver, Majestic.....	22.50
2570354, Percolator Set.....	7-cup	Nickel Silver, Colonial.....	28.00
277344, Percolator Set.....	7-cup	Hammered Nickel, Royal Duchess.....	20.75
297364, Percolator Set.....	7-cup	Nickel Silver, Early American.....	20.25
3070438, Percolator Set.....	7-cup	Nickel Silver, Louis XIV.....	37.00
317364, Percolator Set.....	7-cup	Nickel Silver, Princess.....	21.15
346364, Percolator Set.....	6-cup	Nickel Silver, Countess.....	15.75
<i>(Elements: Chromel A and Nichrome IV)</i>			

## Rock Island Mfg. Co., Rock Island, Ill

<b>Rimco</b>			
93-A, Percolator (No feed-thru switch).....	4-cup	Aluminum Paneled, Rimeo.....	4.75
94-A, Percolator (With feed-thru switch).....	4-cup	Aluminum Paneled, Rimeo.....	5.25



## Index, 1928-29

## Percolators—Continued

Model Trade, Name	Capacity	Design and Finish	Retail Price
<b>Rock Island Mfg. Co.—Continued</b>			
95-A, Percolator (No feed-thru switch).....	8-cup	Aluminum Paneled, Colonial.....	\$5.50
96-A, Percolator.....	8-cup	Aluminum Paneled, Colonial.....	6.00
(With feed-thru switch)			
(Elements: Chromel C, Nichrome II, III and Tophet C)			

<b>Russell Electric Co., 340 West Huron St., Chicago, Ill.</b>			
<i>Hold-Heat</i>			
226, Percolator.....	6-cup	Grecian, Nicalume.....	9.85
226-A, Percolator.....	6-cup	Grecian, Aluminum.....	7.85
229, Percolator.....	9-cup	Grecian, Nicalume.....	11.85
229-A, Percolator.....	9-cup	Grecian, Aluminum.....	8.85
246, Percolator.....	6-cup	Colonial, Nicalume Paneled.....	9.85
246-A, Percolator.....	6-cup	Colonial, Aluminum Paneled.....	7.85
249, Percolator.....	9-cup	Colonial, Nicalume.....	11.85
249-A, Percolator.....	9-cup	Colonial, Aluminum.....	8.85
850-S, Percolator Set.....	9-cup	Nicalume Paneled.....	17.25
850, Percolator.....	9-cup	Nicalume Paneled.....	8.50
249-S, Percolator Set.....	9-cup	Nicalume Paneled.....	20.50
285-S, Urn Set.....	8-cup	Nicalume Paneled.....	22.85
285, Urn.....	8-cup	Nicalume Paneled.....	12.50
285-A, Urn.....	8-cup	Aluminum Paneled.....	9.50
240-L-S, Urn Set.....	9-cup	Colonial, Nicalume Paneled.....	26.50
240, Urn.....	9-cup	Colonial, Nicalume Paneled.....	15.50
240-A, Urn.....	9-cup	Colonial, Aluminum Paneled.....	12.50
220-S, Urn Set.....	9-cup	Grecian, Nicalume.....	29.75
220, Urn.....	9-cup	Grecian, Nicalume.....	15.50
220-A, Urn.....	9-cup	Grecian, Aluminum.....	12.50
85, Percolator.....	9-cup	Aluminum, Paneled.....	6.25
<i>Rez</i>			
R-82, Percolator.....	4-cup	Aluminum Paneled.....	3.50
R-80, Percolator.....	7½-cup	Aluminum Paneled.....	4.25

<b>Rutenber Electric Co., Marion, Ind. See 3rd Cover</b>			
<i>Marion</i>			
395, Percolator.....	8-cup	Paneled, Aluminum.....	3.95
264, Percolator.....	4-cup	Round, Aluminum.....	6.25
Percolator.....	8-cup	Paneled, Aluminum.....	7.25

<b>Silex Co., 1 Laurel Street, Hartford, Conn. See Adv. P. 180</b>			
<i>Silex</i>			
Percolator (drip).....	2-8-cups	Glass, with nickel and silver.....	5.50 to 35.00

<b>Simplex Division, Edison Electric Appliance Co., Chicago, Ill.</b>			
<i>Simplex</i>			
814P41.....	6-cup	Nickel.....	9.00

<b>Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.</b>			
<i>Superior</i>			
500, Percolator.....	9-cup	Colonial, Aluminum Paneled.....	6.50
505.....	5-cup	Aluminum, Paneled.....	3.75

Model Trade, Name	Capacity	Design and Finish	Retail Price
<b>Waage Electric Company, 5100 Ravenwood Ave., Chicago, Ill.</b>			
<i>Waage</i>			
88.....	8-cup	Paneled.....	\$4.00
9.....	9-cup	Colonial paneled.....	7.00
(Element: Nichrome)			

<b>Westinghouse Electric &amp; Mfg. Co., Mansfield, Ohio</b>			
<i>Westinghouse</i>			
PS-202-4, Urn Set.....	12-cup	Egyptian, Nickel.....	52.00
PL-142-4, Urn.....	12-cup	Egyptian, Nickel.....	28.50
PS-142-4, Urn Set.....	10-cup	Venetian, Nickel.....	53.00
PL-92-4, Urn.....	10-cup	Venetian, Nickel.....	27.50
PS-12-4, Urn Set.....	9-cup	Empire, Nickel.....	52.00
PL-12-4, Urn.....	9-cup	Empire, Nickel.....	26.50
PS-2-4, Urn Set.....	9-cup	Empire, Nickel.....	48.75
PK-2-4, Urn.....	9-cup	Empire, Nickel.....	25.00
PS-162-4, Urn Set.....	8-cup	Florentine, Nickel.....	46.00
PL-102-4, Urn.....	8-cup	Florentine, Nickel.....	24.00
PS-172-4, Urn Set.....	7-cup	Florentine, Nickel.....	41.50
PL-112-4, Urn.....	7-cup	Florentine, Nickel.....	23.00
PS-82-4, Urn Set.....	8-cup	Grecian Pan., Nickel.....	41.50
414555-6, Urn.....	8-cup	Grecian Pan., Nickel.....	22.50
PS-122-4, Urn Set.....	8-cup	Grecian Plain, Nickel.....	38.50
414551-2, Urn.....	8-cup	Grecian Plain, Nickel.....	20.00
PS-212-4, Urn Set.....	8-cup	Wentworth, Nickel.....	35.00
PL-172-4, Urn.....	8-cup	Wentworth, Nickel.....	22.00
PS-222-4, Pot Set.....	6-cup	Wentworth, Nickel.....	31.50
PL-152-4, Pot.....	6-cup	Wentworth, Nickel.....	18.50
PS-152-4, Pot Set.....	9-cup	Empire, Nickel.....	48.00
PK-132-4, Pot.....	9-cup	Empire, Nickel.....	22.50
PS-72-4, Pot Set.....	6-cup	Patrician, Panel, Nickel.....	27.00
PK-72-4, Pot.....	6-cup	Patrician Panel, Nickel.....	15.00
PS-62-4, Pot Set.....	6-cup	Patrician Plain, Nickel.....	24.75
PK-62-4, Pot.....	6-cup	Patrician Plain, Nickel.....	13.75
PS-182-4, Pot Set.....	7-cup	Paneled, Nickel.....	21.25
PL-122-4, Pot.....	7-cup	Paneled, Nickel.....	11.75
<i>Circle (W)</i>			
PS-232-4, Urn Set.....	7-cup	Georgian Paneled, Nickel.....	25.00

NOTE:—Double style numbers are listed. The first for 100-110 volts, the second for 111-120 volts.

(Elements: Chromel A, C, Nichrome and Nichrome IV)

<b>White Beauty Electric Co., Inc., 4416—24 N. Western Ave., Chicago, Ill.</b>			
<i>White Beauty</i>			
277, Percolator Set.....	8-cup	Aluminum.....	5.50
Pet—211, Percolator.....	8-cup	Paneled, Aluminum.....	4.50
225, Percolator.....	8-cup	Paneled, Aluminum.....	3.75
230, Percolator.....	8-cup	Paneled, Aluminum.....	4.50
223, Percolator.....	2-cup	Aluminum.....	3.25
(Elements: Nichrome and Nichrome IV)			

## Ranges

Manufacturer	Model and Trade Name	Cooking Top	Dimensions Oven	Heating Units Cooking Top	Heating Units Oven	Automatic Control	Finish	Retail Price
<b>Armstrong Mfg. Co.</b> Huntington, W. Va.	Armstrong Automatic Wall Type	20"x20"	19½"x14"x14" Under cooking top	1-720 watts 2-1,200 watts 1-1,500 watts Closed	1-1,000 watts 1-1,500 watt	Time and temperature	White porcelain enamel	\$195.00
<b>Automatic Electric Heater Co.</b> 1706 Race St. Philadelphia, Pa.	100 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	None	Gray and white enamel	125.00 With water heater cabinet 275.00
	101 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature	Gray and white enamel	140.00 With water heater cabinet 290.00
	102 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Time and temperature	Gray and white enamel	160.00 With water heater cabinet 310.00
	103 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Closed	2-1,500 watts	None	Gray and white enamel	135.00 With water heater cabinet 285.00
	104 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Closed	2-1,500 watts	Temperature	Gray and white enamel	150.00 With water heater cabinet 300.00
	105 Sepco	21¾"x23¾"	15"x18"x13" Left or right	1-1,000 watts 1-1,250 watts 1-1,500 watts Closed	2-1,500 watts	Time and temperature	Gray and white enamel	170.00 With water heater cabinet 320.00
	400 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	Black and white Semi-enamel	110.00 With water heater cabinet 245.00
	401 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Temperature	Black and white Semi-enamel	125.00 With water heater cabinet 265.00
	402 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Time and temperature	Black and white Semi-enamel	145.00 With water heater cabinet 285.00
	403 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Closed	2-1,500 watts	None	Black and white Semi-enamel	120.00 With water heater cabinet 260.00
	404 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Closed	2-1,500 watts	Temperature	Black and white Semi-enamel	140.00 With water heater cabinet 280.00
	405 Sepco	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Closed	2-1,500 watts	Time and temperature	Black and white Semi-enamel	160.00 With water heater cabinet 300.00
	600 Sepco	21"x23"	17"x14"x12" Over cooking top	1- 500 watts 1- 750 watts Open	1-1,250 watts Interchangeable	None	Black and white Semi-enamel	100.00 With water heater cabinets 240.00
	601 Sepco	21"x23"	17"x14"x12" Over cooking top	1- 500 watts 1- 750 watts Open	1-1,250 watts Interchangeable	Temperature	Black and white Semi-enamel	115.00 With water heater cabinet 255.00



# Ranges, Continued

# Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Automatic Electric Heater Co.—Continued	G-900 Sepco (Combination gas range, electric oven, refrigerator cabinet, sink, kitchen cabinet)	Cabinet overall 78"x24"x66"	14"x14"x18"	3-gas	1-1,300 watts	None	Steel and Monel metal gray enamel and nicked	Not given
	E-750 Sepco (Combination electric range, oven, refrigerator cabinet, sink, kitchen cabinet)	Cabinet overall, 78"x24"x66"	14"x14"x18"	3-1,900 watts	1-1,300 watts	None	Steel and monel metal gray enamel and nicked	Not given
	G-143 Sepco (Combination gas range, electric oven, kitchen cabinet)	Cabinet overall, 77 3/4"x40 1/4"x24"	14"x14"x18"	3-gas	1-1,350 watt	Time	Porcelain enamel, gray duco	Not given
	E-423 Sepco (Combination electric range, oven, kitchen cabinet)	Cabinet overall, 77 3/4"x40 1/4"x24"	14"x14"x18"	1-1,500 watts 2-1,000 watts	1-1,350 or 2-1,500 watts	Time	Porcelain enamel, gray duco	Not given
	E-223 Sepco (Combination electric range, oven, kitchen cabinet)	Cabinet overall, 77 3/4"x24"x24"	14"x14"x18"	1-1,500 watts 2-1,000 watts or 3-gas	1-1,350 or two 1,500 watts	Time	Porcelain enamel, gray duco	Not given
				(Resistance material: Nichrome IV)				
Benjamin Elec. Mfg. Co. 120-128 S. Sangamon St. Chicago, Ill.	51 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	None	Gray and white Porcelain enamel	\$150.00
	52 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Temperature	Gray and white Porcelain enamel	180.00
	53 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Time and temperature	Gray and white Porcelain enamel	200.00
	39 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	None	Black and white Porcelain enamel	130.00
	40 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Temperature	Black and white Porcelain enamel	160.00
	41 Benjamin Crysteel	23"x22 1/2"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Time and temperature	Black and white Porcelain enamel	180.00
	154 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	None	Gray and white Porcelain enamel	210.00
	155 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Temperature	Gray and white Porcelain enamel	240.00
	156 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Time and temperature	Gray and white Porcelain enamel	260.00
	157 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	None	Black and white Porcelain enamel	185.00
	158 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Temperature	Black and white Porcelain enamel	215.00
	159 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Time and temperature	Black and white Porcelain enamel	235.00
	36 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming Oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	None	Gray and white Porcelain enamel	245.00
	37 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	Temperature	Gray and White Porcelain enamel	275.00
	38 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	Time and Temperature	Gray and white Porcelain enamel Porcelain enamel	295.00
	42 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	None	Black and white Porcelain enamel	220.00
	43 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	Temperature	Black and white Porcelain enamel	250.00
	44 Benjamin Crysteel	23"x24 1/2"	20"x14"x12" Warming oven 20"x17 1/2"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven	Time and temperature	Black and white Porcelain enamel	270.00
	136 Benjamin Crysteel	26"x24"	20"x18"x13" Warming oven 21"x18 1/2"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	None	Gray and white Porcelain enamel	280.00
	137 Benjamin Crysteel	26"x24"	20"x18"x13" Warming Oven 21"x18 1/2"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	Temperature	Gray and white Porcelain enamel	310.00
	138 Benjamin Crysteel	26"x24"	20"x18"x13" Warming oven 21"x18 1/2"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	Time and temperature	Gray and white Porcelain enamel	330.00

## Index, 1928-29

## Ranges, Continued

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
<b>Benjamin Electric Mfg. Co.—Continued</b>	710P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	Gray and white Porcelain	\$141.00
	711A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat Control	Gray and white Porcelain	161.90
	715P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	Gray and white Porcelain	141.00
	716A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat Control	Gray and white Porcelain	161.00
	720P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	White Porcelain with black baking japan trim	124.00
	721A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat control	White Porcelain with black baking japan trim	144.00
	725P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	White porcelain with black baking japan trim	124.00
	726A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat control	White Porcelain with black baking japan trim	144.00
	730P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	Black baking japan with white porcelain trim	100.00
	731A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Right	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat control	Black baking japan with white porcelain trim	120.00
	735P Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Precision Thermometer	Black baking japan with white porcelain trim	100.00
	736A Benjamin Consolette	21 3/4"x23 1/4"	14"x14"x20" Left	1-1,000 watts 1-1,200 watts 1-1,500 watts	2-1,260 watts	With Automatic Heat control	Black baking japan with white porcelain trim	120.00
<b>Buckwalter Stove Co., Royersford, Pa. Electric Range Div.</b>	16 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left side	3-Closed 1,200 watts	1-1,800 watts 1-1,000 watts		Gray and white enamel	150.00
	116 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left side	3-Closed 1,200 watts	1-1,800 watts 1-1,000 watts		Black japan and white enamel	120.00
	216 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left side	3-Closed 1,200 watts	1-1,800 watts 1-1,000 watts		Black japan and aluminum	100.00
	18 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left	4-1,200 watts Closed	1-1,800 watts 1-1,000 watts		Gray and white porcelain enamel	162.50
	118 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left	4-1,200 watts Closed	1-1,800 watts 1-1,000 watts		Black japan with white porcelain enamel	132.50
	218 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Left side	4-1,200 watts	1-1,800 watts 1-1,000 watts	All Simplex Ranges are provided with outlet for quick detachable temperature or time and temperature control unit	Black japan and aluminum	112.50
	148 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Under cooking top	3-Closed 1,200 watts	1-1,800 watts 1-1,000 watts	Open units are optional on all ranges.	Black Japan and white enamel	115.00
	248 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Under cooking top	3-1,200 watts Closed	1-1,800 watts		Black japanned top	100.00
	149 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Under cooking top	3-1,200 watts Closed	1-1,800 watts		Aluminumized oven	125.00
	249 Buckwalter-Simplex	21"x21"	15 1/4"x15 1/4"x17" Under cooking top	3-1,200 watts Closed	1-1,800 watts		Black japan and white enamel	110.00
	84 Buckwalter-Simplex	24"x21"	18 1/2"x15 1/4"x17" Left side	3-Closed 1,200 watts	1-1,200 watts 1-2,000 watts		Black japanned top	210.00
	80 Buckwalter-Simplex	24"x21"	18 1/2"x15 1/4"x17" Left side	4-1,200 watts Closed	1-1,200 watts 1-2,000 watts		Gray and white porcelain enamel	225.00
	180 Buckwalter-Simplex	24"x21"	18 1/2"x15 1/4"x17" Left side	4-1,200 watts Closed	1-1,200 watts 1-2,000 watts		Black japan with white porcelain enamel	202.50
	86 Buckwalter-Simplex	24"x21"	18 1/2"x15 1/4"x17" Broiler	4-1,200 watts Closed	1-1,200 watts 1-2,000 watts	Open units are optional on all ranges	Gray and white porcelain enamel	260.00
	186 Buckwalter-Simplex	24"x21"	18 1/2"x15 1/4"x17" Broiler	4-1,200 watts Closed	1-1,200 watts 1-2,000 watts		Black japan with white porcelain enamel	225.00
	56 Buckwalter-Simplex	35"x21"	17 1/2"x11"x17" Left	6-1,200 watts Closed	2-1,200 watts 2-2,000 watts		Gray and white porcelain enamel	460.00
<b>Edison Electric Appliance Co. 5600 W. Taylor St. Chicago, Ill.</b>	RA-67 DeLuxe Hotpoint	24 1/2"x26 1/2"	18"x18"x14" Right or left	3-1,000 watts 1-1,800 watts	2-1,500 watts Calrod	Heat control and thermometer	White enamel Nickel trim	332.10
	RA-67 Hotpoint	24 1/2"x26 1/2"	18"x18"x14" Right or left	Open or closed 3-1,000 watts 1-1,800 watts	2-1,500 watts	Timer—extra	Black japan and white enamel	236.10
	R-67 Hotpoint	24 1/2"x26 1/2"	18"x18"x14" Right or left	Open or closed 3-1,000 watts 1-1,800 watts	2-1,500 watts	Timer—extra None	Black japan and white enamel	223.10

# Ranges, Continued

# Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Edison Electric Appliance Co. —Continued	RA-79 Hotpoint	24½"x37"	Two ovens—Each 18"x18"x14" Right or left	4-1,000 watts 2-1,800 watts Open or closed	4-1,500 watts	Heat control and thermometer Timer—extra	Black japan and white enamel	\$439.25
	RA-75 Hotpoint	24½"x26½"	18"x18"x14" Broiler Right or left	3-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts Broiler 1-1,500 watts	Heat control and thermometer Time—extra	Black japan and white enamel	325.10
	RA-74—White Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	3-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	White porcelain enamel	215.10
	RA-74—White Cabinet Base Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	3-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	White porcelain cabinet	255.00
	RA-74 Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	3-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	Black japan and white enamel	178.60
	RA-73—White Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	2-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	White porcelain enamel	195.45
	RA-73—White Cabinet Base Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	2-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	White porcelain cabinet	235.45
	RA-73 Hotpoint	21¾"x22¾"	16"x18"x14" Right or left	2-1,000 watts 1-1,800 watts Open or closed	2-1,500 watts	Heat control and thermometer Timer—extra	Black japan and white enamel	158.95
	R-97 Hotpoint	19"x21¾"	14"x14"x18" Right or left	2-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan and white enamel	110.00
	R-97 Hotpoint	19"x21¾"	14"x14"x18" Right or left	2-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan	90.00
	R-102 with Shelf Hotpoint	18¾"x20"	14"x14"x15" Under cooking top	1-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan	80.00
	R-102 Without Shelf Hotpoint	18¾"x20"	14"x14"x15" Under cooking top	1-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan	76.00
	R-103 With Shelf Hotpoint	18¾"x20"	14"x14"x15" Under cooking top	2-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan	90.00
	R-103 Without Shelf Hotpoint	18¾"x20"	14"x14"x15" Under cooking top	2-1,000 watts 1-1,800 watts Open or closed	2-1,100 watts	None	Black japan	87.00
	RA-77 De Luxe Hotpoint with Thrift Cooker	21¾"x22¾"	16"x18"x14"	2-1,000 watts 1-1,800 watts open or closed	2-1,500 watts	Heat control and thermometer timer extra	White enamel nickel trim	255.00
	RA-77 De Luxe Hotpoint with Thrift Cooker	21¾"x22¾"	16"x18"x14"	2-1,000 watts 1-1,800 watts open or closed	2-1,500 watts	Heat control and thermometer timer extra	White enamel nickel trim	276.38
	RA-99 Hotpoint	19"x21¾"	14"x14"x18"	2-1,000 watts 1-1,800 watts open or closed	2-1,100 watts	Heat control and thermometer timer extra	White enamel nickel trim or Velvet black, White enamel Velvet black	Not given
	R-99 Hotpoint	19"x21¾"	14"x14"x18"	2-1,000 watts 1-1,800 watts open or closed	2-1,100 watts	Thermometer	Velvet black	Not given
*Prices given are for closed units								
The Estate Stove Company Hamilton, Ohio	482-T Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,500 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel gray trim	Not given
	482-T-1 Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Jade green trim	Not given
	482-T-2 Estate	21½"x23"	18"x8"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Mandarin red trim	Not given
	481-T Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	Semi-enamel	Not given
	481 Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	None	Semi-enamel	Not given
	442-T Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,500 watts *Broiler 1,750 watts	Time and Temperature	White enamel gray trim	Not given
	442 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,500 watts *Broiler 1,750 watts	None	White enamel gray trim	Not given
	442-T-1 Estate	21½"x20"	14"x18"x18" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel jade green trim	Not given
	442-T-2 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel Mandarin red trim	Not given
	441 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	None	Semi-enamel	Not given
	440 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	None	Black finish enamel panels	Not given
	488-T-1 Estate Elec. & Coal.	21½"x32½"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel jade green trim	Not given



Manufacturer	Model and Trade Name	Dimensions Cooking Top	Oven	Heating Cooking Top	Units Oven	Automatic Control	Finish	Retail Price
Estate Stove Co.— Continued	488-T-2 Estate Elec. & Coal	21 1/2"x32 1/2"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1,1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Mandarin red trim	Not given
	488-T Estate Elec. & Coal	21 1/2"x32 1/2"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel gray trim	Not given
	448-T-1 Estate Elec. & Coal	21 1/2"x30 1/2"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,500 watts *Broiler 2,000 watts	Time and Temperature	White enamel jade green trim	Not given
	448-T-2 Estate Elec. & Coal	21 1/2"x30 1/2"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,750 watts 1-1,850 watts 1-1,500 watts *Broiler	Time and Temperature	White enamel Mandarin red trim	Not given
	448-T Estate Elec. & Coal	21 1/2"x30 1/2"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1,750 watts 1-1,850 watts 1-1,500 watts *Broiler	Time and Temperature	White enamel gray trim	Not given
	448 Estate Elec. & Coal	21 1/2"x30 1/2"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1,750 watts 1-1,850 watts 1-1,500 watts *Broiler 1,750 watts	None	White enamel gray trim	Not given
* In all Estate Ovens the broiler coil is a separate unit, independent of the baking coil and is not used for baking or heating the oven and cannot be turned on at the same time the oven coils are in use.								
Federal Electric Co. 8700 S. State St. Chicago, Ill.	D-251 Federal	23 1/4"x21 1/4"	15"x18"x13" Right or left	1-1,500 watts 1-1,250 watts	2-1,500 watts	Time, temp. extra	Mottled gray, black japan	Not given
	Grayhound D-351	23 1/4"x21 1/4"	15"x18"x13" Right or left	1-1,000 watts 1-1,500 watts	2-1,500 watts	Time, temp. extra	White and nickel	Not given
	Federal Fedeco TD-353	23 1/4"x21 1/4"	15"x18"x13" Right or left	1-1,250 watts 1-1,000 watts	2-1,500 watts	Time extra	All white	Not given
	Federal Champion TB-371	25 1/2"x24"	17"x18"x14" Right or left	1-1,500 watts 1-1,250 watts	2-1,500 watts	Time extra	All white	Not given
	Federal Champion	25 1/2"x24"	17"x18"x14" Pastry oven	1-1,000 watts 1-1,250 watts	2-1,500 watts	Time extra	All white	Not given
	TA-371 Federal De Luxe	25 1/4"x24"	17"x18"x14"	1-1,500 watts 1-1,250 watts	2-1,500 watts	Time extra	All white	Not given
	C-37 Federal Com. Coal-Electric	23 1/2"x24"	17"x18"x14" Oven beneath surface units	1-1,500 watts 1-1,250 watts	2-1,500 watts	Time, temp. extra	White and nickel	Not given
	FE-73 Federal Apartment	21"x23"	17"x14"x12" Oven above surface units	1-1,500 watts 2-1,000 watts	2-1,500 watts	Time, temp. extra	White and nickel	Not given
	FE-70 Federal Apartment	21"x23"	17"x14"x12" Oven above surface units	1-1,500 watts 2-1,000 watts	2-1,500 watts	Time, temp. extra	Semi-white	Not given
	EE-83 Federal Apartment	22 1/2"x17"	17"x14"x12" Oven beneath surface units	1-1,500 watts 2-1,000 watts	2-1,500 watts	Time, temp. extra	All white	Not given
	(Resistance material: Nichrome IV)							
Graybar Electric Co. Lexington Ave. & 43d St. New York, N. Y.  Mfd. by Walker & Pratt Mfg. Co., 31 Union St., Boston, Mass.	14-61-R Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	None	Black japan and white enamel	\$95.50
	14-61-RU Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	None	Black japan and white enamel	130.50
	14-61-RPT Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Gray and white enamel	140.00
	14-61-RPTU Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Gray and white enamel	168.00
	14-61-RPA Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Time and temperature	Gray and white enamel	160.00
	14-61-RPAU Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Time and temperature	Gray and white enamel	188.00
	14-61-RPT Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue, green, yellow	150.00
	14-61-RPTU Graybar-Crawford	18"x19 1/2"	14"x17 1/2"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue, green, yellow	182.50
	16-83-RWT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Black japan and white enamel	155.25
	16-83-RPT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	185.25
	16-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	215.25
	16-83-RPA Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	205.25
	16-83-RPAU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	235.25
	16-83-RPT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	195.25
	16-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	230.50
	18-93-RPT Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	241.25
	18-93-RPTU Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	271.25
	18-93-RPA Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	261.25
	18-93-RPAU Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	291.25
	18-93-RPT Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	253.25
	18-93-RPTU Graybar-Crawford	23 1/2"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	253.25

# Ranges, Continued

# Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Graybar Electric Co.— Continued	18-93-RPTU Graybar-Crawford Utility base Colortint Gas and Electric	23½"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	\$288.50
	16-410-RHT Graybar-Crawford Gas and Electric	21"x21"	16"x17"x14" Left or right	4 Gas Burners	2-1,500 watts	Temperature	Black japan and white enamel	164.75
	16-51 Graybar-Crawford	18"x24"	16"x12"x12½" Under cooking top	2-1,000 watts	2-1,000 watts	None	Black japan and white enamel	78.25
	16-51-H Graybar-Crawford	18"x24"	16"x12"x12½" Under cooking top	2-1,000 watts	2-1,000 watts	None	Black japan and gray and white enamel	94.25
Landers, Frary & Clark New Britain, Conn.	E-954 Universal	24"x24"	14"x14"x19" Right or left	2-1,000 watts 2-1,500 watts Open or closed	1-1,500 watts 1-2,000 watts	Temperature	White and gray porcelain	205.50
	E-923 Universal	24"x24"	14"x14"x19" Right or left	2-1,000 watts 2-1,500 watts Open or closed	1-1,500 watts 1-2,000 watts	Temperature	Black enamel and white porcelain	157.50
	E-924 Universal	24"x24"	14"x14"x19" Right or left	2-1,000 watts 2-1,500 watts Open or closed	1-1,500 watts 1-2,000 watts	Temperature	Black enamel and white porcelain	166.00
	E-953 Universal	24"x24"	14"x14"x19" Right or left	2-1,000 watts 2-1,500 watts Open or closed	1-1,500 watts 1-2,000 watts	Temperature	White and gray Porcelain	187.00
	E-912 Universal	24"x24"	14"x14"x19" Warming closet 9"x18"x22" Broiler	2-1,000 watts 2-1,500 watts Open or closed	1-1,500 watts 1-2,000 watts Closet 1-550 watts Broiler	Temperature	Black enamel and white porcelain	227.00
	E-973 Universal	28½"x17"	12"x12½"x18" Right or left 12"x12½"x16½" Under cooking top	3-1,000 watts Open or closed	2-1,500 watts	None	Black enamel and white porcelain 973G—Gray enamel and white porcelain	98.00
	E-97 Universal	28½"x17"	12"x12½"x16" Under cooking top	1-1,000 watts 1-1,500 watts Open or closed	2-1,500 watts	None	Black enamel and white porcelain	90.00
	E-962 Universal	24"x47"	2 ovens ea. 14"x14"x19" 2 warming closets ea. 9"x18"x22"	2-1,500 watts 6-1,000 watts	2-2,000 watts 2-1,500 watts Closet	Temperature	Black enamel and white porcelain	496.00
	E-9161 Universal	24"x24"	14"x14"x19" Right or left Warming closet 9"x18"x22"	2-1,500 watts 2-1,000 watts	2-2,000 watts 1-1,500 watts Closet	Temperature	Black enamel and white porcelain	196.00
	E-9390 Universal	28½"x28"	13½"x14"x18½"	1-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts	Temperature	Full porcelain white and gray trim	177.50
	E-9562-A Universal	24"x24"	14"x14"x19" Right or left	2-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts Closet	Temperature	White and gray porcelain enamel	260.00
	E-9862-A Universal	24"x24"	14"x14"x19" Right or left	2-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts Broiler 1-1,500 watts Closet	Temperature	White and gray porcelain enamel	290.00
	E-1093 Universal	20¾"x23¾"	14"x14"x19" Right or left	1-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts	None	Black enamel white porcelain	118.50
	E-1293 Universal	20¾"x23¾"	14"x14"x19" Right or left	1-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts	Temperature	Black enamel and white porcelain	131.50
	E-1593 Universal	20¾"x23¾"	14"x14"x19" Right or left	1-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts	None	White and gray porcelain enamel	140.00
	E-2593 Universal	20¾"x23¾"	14"x14"x19" Right or left	1-1,500 watts 2-1,000 watts	1-2,000 watts 1-1,500 watts	Temperature	White and gray porcelain enamel	153.00
	E-975 Universal	28½"x17"	12"x12½"x16½"	3-1,000 watts	2-1,500 watts	None	White and gray enamel	124.25
	E-590 Oven Only		14"x14"x19"		1-2,000 watts 1-1,500 watts	Temperature	White and gray porcelain enamel	133.50
	E-190 Oven Only		14"x14"x19"		1-2,000 watts 1-1,500 watts	Temperature	Black enamel	122.50
*Range is equipped with outlet for oven Timer which may be furnished in black or gray for \$25.00 extra.								
A. J. Lindemann & Hoverson Co. Milwaukee, Wis. See Adv. P. 178	864-B L & H Electric	35"x25"	Two, each 18"x14"x20½" Pastry-Broiler 18"x9½"x20½" Warming comp. 30½"x9½"x12½" Storage comp. 14"x5"x24"	3-1,750 watts 2-1,250 watts 1- 800 watts	2-1,800 watts 1-2,000 watts	Time Temperature (Extra time) \$24.75)	White and gray porcelain enamel	692.00
	834-B L & H	22"x24½"	18"x14"x18" Pastry-broiler, 18"x9"x18"	2-1,750 watts 1-1,250 watts 1- 800 watts	2-1,800 watts 1-2,000 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	286.00
	814-B L & H Electric	22"x24½"	18"x14"x18" Right or left	2-1,750 watts 1-1,250 watts 1- 800 watts	1-2,000 watts 1-1,800 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	241.00
	8184 L & H Electric	22"x24½"	16"x14"x18" Right or left	1-1,750 watts 3-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	168.75
	8183 L & H Electric	22"x24½"	16"x14"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	157.00
	8054 L & H Electric	19½"x19½"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	130.00
	8051 L & H Electric	19½"x19½"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	Black rubberoid and white enamel	109.00
	8050 L & H Electric	19½"x19½"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	None (Time, \$24.75 extra)	Black rubberoid and white enamel	93.00
	824 L & H Electric	24½"x16½"	16"x14"x12½" Under cooking top	2-1,000 watts 1-1,250 watts	1-1,500 watts 1-1,000 watts	None	Black rubberoid, gray and white enamel	80.00
	821 L & H Electric	24½"x16½"	16"x14"x12½" Under cooking top	2-1,250 watts	1-1,500 watts 1-1,000 watts	None	Black rubberoid, gray and white enamel	74.00

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
A. J. Linderman & Hoverson Co.—Continued	804 L & H (Table or Apartment Type)	21"x20"	18"x12"x12" Over cooking top	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature	White and gray porcelain enamel	\$114.00
	803 L & H Electric (Table or Apartment Type)	21"x20"	18"x12"x12" Over cooking top	1-1,750 watts 2-1,250 watts	2-1,500 watts	None	White and gray porcelain enamel	98.00
	844-B L & H Electric Combination (With Kitchen Heater)	Elect. 21½"x22" All. 21½"x33½"	16"x14"x18" Pastry 16"x9"x18" Storage comp., 21"x8"x22"	2-1,750 watts 1-1,250 watts 1- 800 watts	2-1,500 watts 1-2,000 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	331.00
	8044-E L & H Electric Combination (With Kitchen Heater)	20½"x30"	16"x14"x18"	1-1,750 watts 3-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	245.00
	841-B L & H Electric Combination (With Kitchen Heater)	Elect. 21½"x22" All. 21½"x33½"	16"x14"x18" Pastry 16"x9"x18" Storage comp., 21"x8"x22" Right or left	2-1,750 watts 1-1,250 watts 1- 800 watts	2-1,500 watts 1-2,000 watts	Temperature (Time, \$24.75 extra)	Black rubberoid, white and gray	265.00
	854 L & H Electric Combination (With Kitchen Heater)		18"x14"x19" Under cooking top	2-1,750 watts 1-1,250 watts 1-1,000 watts	1-2,000 watts 1-1,800 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	226.00
	853-B L & H Electric Combination (With Kitchen Heater)		18"x14"x19" Under cooking top	2-1,750 watts 1-1,250 watts 1-1,000 watts	1-2,000 watts 1-1,800 watts	None (Time, \$24.75 extra)	White and gray porcelain enamel	Not given
	(Resistance Material—Chromel A)							
Malleable Iron Range Co. Beaver Dam, Wisc.	HE-37 Monarch Electric and coal	23½"x24" Coal 11"x24"	17"x14"x18" Under cooking top	1- 750 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	Not given
	HE-17 Monarch Electric and coal	23½"x24" Coal 11"x24"	17"x14"x18" Under cooking top	1- 750 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	Black with white Enamel panels	Not given
	16-A Monarch Grand	25¾"x25"	16"x15"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts	2-1,500 watts	Temperature and time	White enamel, green, yellow	Not given
	27-A Monarch	25¾"x25"	17"x14"x18" Pastry oven 17"x8"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	3-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	Not given
	17-A Monarch	25¾"x25"	17"x14"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	Not given
	15-A Monarch	21¾"x23¼"	15"x18"x13" Right or left	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature Time and temperature	White, green, yellow enamel	
	E-37 Monarch	24"x24"	17"x18"x14" Under cooking top	1-1,500 watts 1-1,250 watts 1- 750 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	E-17 Monarch	24"x24"	17"x18"x14" Under cooking top	1-1,500 watts 1-1,250 watts 1- 750 watts Open	2-1,500 watts	Temperature Time and temperature	Black with white enamel panels	
	E-83 Monarch	22½"x17"	17"x14"x12" Under cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature	White enamel	
	E-80 Monarch	22½"x17"	17"x14"x12" Under cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature	Black with white enamel panels	
	E-73 Monarch	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature	White enamel	
	E-70 Monarch	21"x23"	17"x14"x12" Over cooking top	2-1,000 watts 1-1,500 watts	2-1,500 watts	Oven temperature	Black with white enamel panels	
	DOE-137 Monarch	34½"x24"	Two ovens—each 17"x14"x18" Right or left	3-1,000 watts 3-1,500 watts	4-1,500 watts	None	White enamel	
	DOE-117 Monarch	34½"x24"	Two ovens—each 17"x14"x18" Right or left	3-1,000 watts 3-1,500 watts	4-1,500 watts	None	Black with white enamel panels	
	E-23 Monarch	Oven only	17"x18"x14"		2-1,500 watts	None	White enamel	
	E-21 Monarch	Oven only	17"x18"x14"		2-1,500 watts	None	Black with white Enamel panels	
	E-33 Monarch	Ovens only	17"x18"x14" Pastry oven 17"x18"x8"		3-1,500 watts	None	White enamel	
	E-31 Monarch	Ovens only	17"x18"x14" Pastry oven 17"x18"x8"		3-1,500 watts	None	Black with white enamel panels	
	E-43 Monarch	Ovens only	Two ovens—each 17"x18"x14"		4-1,500 watts	None	White enamel	



# Ranges, Continued

# Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
<b>Malleable Iron Range Co.—Continued</b>	E-41 Monarch	Ovens only	Two ovens—each 17"x18"x14"	4-1,500 watts	None	Black with white enamel panels		
	H-27A Monarch	23½"x24"	17"x14"x18"	1- 750 watts	3-1,500 watts	Temperature	White, green, yellow enamel	
	Electric and coal	11"x24"	Pastry oven 17"x8"x18"	1-1,000 watts		Time and temperature		
	H-17A Monarch	23½"x24"	17"x14"x18"	1- 750 watts	2-1,500 watts	Temperature	White, green, yellow enamel	
<b>Michigan Stove Co.</b> 6900 Jefferson Ave., E. Detroit, Mich.	134 Garland	19"x22½"	14"x18"x12"	3-1,200 watts	2-1,200 watts	None	Black and white porcelain enamel	\$125.00
	143 Garland	23"x23"	18"x18"x12"	4-1,200 watts	2-1,200 watts	None	Black and white porcelain enamel	225.00
	106 White Cross	12"x22"	12"x10"x11"	2-Open 550 watts	2-Open 440 watts		Black	29.00
	107 White Cross	12"x22"	12"x10"x11"	2-Open 1,300 watts	2-Open 540 watts		Black	37.50
<b>National Stamping and Electric Works</b> 3212 W. Lake St. Chicago, Ill.	109 White Cross	12"x22"	12"x10"x11"	2- 550 watts or 1-1,100 watts	1- 440 watts		Black, white enamel	34.00
	559 Range and refrigerator cabinet		Portable	3-1,000 watts	None	None	White lacquer	150.00
	Kaberator Kooker			Open				
	(Resistance material: Chromel A, Michrome IV)							
<b>Peninsular Stove Co.</b> Detroit, Mich.	314 RA or LA	23"x24"	14"x14"x20"	1-1,500 watts	2-1,500 watts	Temperature	White and gray porcelain enamel	192.50
	314 RS or LS	23"x24"	14"x14"x20"	1-1,500 watts	2-1,500 watts	Time and temperature	White and gray porcelain enamel	223.50
	514 RA or LA	23"x24"	14"x14"x20"	1-1,500 watts	2-1,500 watts	Temperature	Black with ¾ white porcelain enamel	212.50
	514 RS or LS	23"x24"	14"x14"x20"	1-1,707 watts	2-1,500 watts	Time and temperature	Black with ¾ white porcelain enamel	243.50
	142 R or L	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Thermometer	Baked ebony with white porcelain	206.00
	142 RA or LA	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Temperature	Baked ebony with white porcelain	195.00
	147 R or L	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Thermometer	Baked ebony with ¾ white porcelain enamel	226.75
	147 RA or LA	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Temperature	Baked ebony with ¾ white porcelain enamel	115.00
	148 RA or LA	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Temperature	White and gray porcelain enamel (colors extra)	138.65
	148 RSA or LSA	21"x23"	14"x14"x18"	1-1,500 watts	2-1,500 watts	Time and temperature	White and gray porcelain enamel (colors extra)	135.00
	1608 RA or LA	25"x23"	16"x14"x19"	1-1,800 watts	2-1,800 watts	Temperature	White and gray porcelain enamel	158.65
	1608 RSA or LSA	25"x23"	16"x14"x19"	1-1,800 watts	2-1,800 watts	Time and temperature	White and gray porcelain enamel	161.00
	1608 RAB or LAB	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Temperature	White and gray porcelain enamel	183.00
	1608 RSAB or LSAB	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	225.00
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	247.00
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	255.00
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	277.00
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
	1608 (In-a-Drawer) Broiler	25"x23"	16"x14"x19"	1-1,800 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	
<b>Rome Electric Range Co.</b> Huntsville, Ala.	Electric Belle		13"x13½"x18"	1-400 watts	2-1,000 watts	None	Polished aluminum and gray enamel	125.00
			Right	1-700 watts				
				Open				
	(Resistance material: Chromel A)							
<b>Rutenber Electric Co.</b> Marion, Ind. See 3rd Cover	99-BW Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	Time and temperature	White porcelain enamel	160.00
	99-AW Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	Temperature	White porcelain enamel	140.00
	99-W Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	None	White porcelain enamel	125.00
	99-B Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	Time and temperature	Black japan and white porcelain enamel	135.00
	99-A Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	Temperature	Black japan and white porcelain enamel	113.00
	99 Marion	21½"x24½"	16"x16"x12"	2-1,200 watts	2-1,200 watts	None	Black japan and white porcelain enamel	99.00
	55 Marion	22"x22"	16"x16"x12"	2-1,200 watts	2-1,200 watts	None	Black japan and white porcelain enamel	70.00
	100-W Marion	24"x25"	16"x14"x20"	3-1,200 watts	2-1,400 watts	None	White porcelain enamel	180.00
	100-BW Marion	24"x25"	16"x14"x20"	3-1,200 watts	2-1,400 watts	Time and temperature	White porcelain enamel	205.00
	100-AW Marion	24"x25"	16"x14"x20"	3-1,200 watts	2-1,400 watts	Temperature	White porcelain enamel	195.00
	100 Marion	24"x25"	16"x14"x20"	3-1,200 watts	2-1,400 watts	Temperature	White porcelain enamel	
	100 Marion	24"x25"	16"x14"x20"	3-1,200 watts	2-1,400 watts	Temperature	White porcelain enamel	

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
<b>Rutenber Electric Co.—Continued</b>	100-B Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts Open	2-1,400 watts	Time and temperature	Black japan and white porcelain enamel	\$165.00
	100-A Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts Open	2-1,400 watts	Temperature	Black japan and white porcelain enamel	150.00
	100 Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts Open	2-1,400 watts	None	Black japan and white porcelain enamel	135.00
	147 Marion	38"x26"	Two ovens 18"x14"x16" Right or left	4-1,200 watts 2-1,500 watts Open	2-1,500 watts 2-1,000 watts	None	Black japan and white porcelain enamel	225.00
	88 Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	Plain	88.00
	88-W Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	White porcelain enamel	100.00
<b>Standard Electric Stove Co. 1714 N. 12th St. Toledo, Ohio</b>	639-G Standard electric-gas	48½"x20½"	19"x11"x13½" Broiler	3-1,500 watts Open or closed	2-1,200 watts Broiler	Time	Black and white enamel	278.00
	639 Standard	38"x20½"	19"x11"x13½" Broiler	3-1,500 watts Open or closed	2-1,200 watts Broiler	Time	Black and white enamel	252.00
	756 Standard	47"x22"	18"x7"x12½" 1-24"x16"x16" 1-19"x11"x13½"	1- 660 watts 4-1,500 watts Open or closed	1-1,800 watts 2-1,200 watts 2-2,500 watts	Time	Black and white enamel	417.00
	954 Standard	19"x23"	17"x12"x14" Broiler	3-1,500 watts Open or closed	2-1,200 watts Broiler	Temperature	White Porcelain enamel	183.50
	555 Standard	20"x39"	19"x11"x13½" Under cooking top	3-1,500 watts Open or closed	2-1,200 watts	Time and temperature	Black and white enamel	216.50
	365 Standard Shelf Type	16"x21"	10"x12"x13" Left	2-1,500 watts Open or closed	2- 800 watts	None	Black and white enamel	73.50
	423-S Standard Shelf Type	23½"x20"	19"x11"x13½" Over cooking top	2-1,500 watts 1- 660 watts Open or closed	2-1,200 watts	None	Black and white enamel	100.00
	419-S Standard Shelf Type	20½"x20"	16"x11"x13½" Over cooking top	2- 660 watts 1-1,500 watts Open or closed	2-1,000 watts	None	Black and white enamel	95.00
	321-S Standard Shelf Type	16"x19½"	12"x12"x13½" Over cooking top	1-1,500 watts 1- 660 watts Open or closed	2- 800 watts	None	Black and white enamel	80.00
	9521-S Standard Shelf Type	28"x20"	16"x11"x13½" Left	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	Temperature	White and gray porcelain	145.00
	521 Standard	28¼"x19"	19"x11"x13½" Under cooking top	3-1,500 watts Open or closed	2-1,200 watts	None Temperature \$26.50 extra	Black and white enamel	115.00
	421 Standard	24"x18"	16"x11"x13½" Under cooking top	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	None Temperature \$26.50 extra	Black and white enamel	100.00
	956 Standard	23"x19½"	17"x12"x14"	2-1,500 watts 1-660 watts open or closed	21-200 watts	Temperature	White porcelain enamel	140.00
	421-SS Standard	23"x21"	16"x11"x13½" Under cooking top	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	None	Black enamel	80.00
	952 Standard	22½"x18½"	16"x11"x13½" Left or right	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	None Temperature \$26.50 extra	Black and white enamel	105.00
	953 Standard	22½"x18½"	16"x11"x13½" Left or right	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	None Temperature \$26.50 extra	Black and white enamel	130.00
	956 Standard	23"x19½"	17"x12"x14" Left or right	2-1,500 watts 1- 660 watts Open or closed	2-1,000 watts	Temperature	White porcelain	140.00
	851 Standard Electric-Coal	36"x27"	19"x11"x13½" Under cooking top	3-1,500 watts 2-Coal	2-1,200 watts	None	Black and white enamel	217.00
	1054 Standard	25"x24"	16"x14"x18" Left	2-1,500 watts 2-1,000 watts Open	1-1,000 watts 1-1,500 watts	None	Black and white enamel	95.00
	939 Standard Built in Wall	31½"x21"	19"x11"x13½" Over cooking top Broiler 18"x7"x13"	3-1,500 watts Open or closed	2-1,200 watts Broiler 1-2,000 watts	Safety Switch Time \$20 extra	Black and white enamel	300.00
	921 Standard Built in Wall	24"x21"	Under cooking top 16"x11"x13½" Over cooking top	2-1,500 watts 1- 660 watts Open or closed	1-1,000 watts 1-1,500 watts	Safety switch	Black and white enamel	155.00
	702 Standard	48"x33"	2-19"x11"x13½" Over cooking top 1-24"x21"x16" Under cooking top	4-1,500 watts 1-2,500 watts Griddle Closed	4-1,200 watts 2-3,000 watts	Temperature \$80 extra	Black and white enamel	575.00
(Resistance material: Chromel A, Nichrome IV)								
<b>Standard Gas Equipment Corp. Aurora, Ill.</b>	E-24-S Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	Black japan and white enamel	90.00
	E-24-SW Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Temperature	Black japan and white enamel	120.00
	E-24-SWT Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Time and temperature	Black japan and white enamel	135.00
	E-24-E Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	White and gray enamel	150.00
	E-24-EW Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Temperature	White and gray enamel	175.00
	E-24-EWT Acorn	19½"x22"	14"x14"x18" Right or left	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Time and temperature	White and gray enamel	200.00
	E-26-S Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	None	Black japan and white enamel	165.00

# Ranges, Continued

# Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
<b>Standard Gas Equipment Corp., Continued</b>	E-26-SW Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	Temperature	Black japan and white enamel	\$195.00
	E-26-SWT Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	Time and temperature	Black japan and white enamel	210.00
	E-26-E Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	None	White and gray enamel	185.00
	E-26-EW Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	Temperature	White and gray enamel	215.
	E-26-EWT Acorn	22"x22"	16"x14"x18" Right or left	2-1,000 watts 2-1,500 watts Open	3-1,500 watts	Time and temperature	White and gray enamel	230.00
	E-173-S Acorn	31"x15 1/4"	16"x13"x14" Under cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	Black japan and white enamel	85.00
	E-173-E Acorn	31"x15 1/4"	16"x13"x14" Under cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	White enamel and black japan trim	100.00
	E-172-S Acorn	21 1/2"x15 1/4"	16"x13"x14" Under cooking top	1-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	Black japan and white enamel	80.00
	E-172-E Acorn	21 1/2"x15 1/4"	16"x13"x14" Under cooking top	1-1,000 watts 1-1,500 watts Open	2-1,500 watts	None	White enamel and black japan trim	90.00
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<b>Walker &amp; Pratt Mfg. Co.</b> 31 Union St. Boston, Mass.				(See Graybar Elect. Co.)				
<b>H. G. Weeks Mfg. Co.</b> Goehen, Ind.	325 Weeks	23"x20"	18"x16"x12 1/2" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain enamel	138.60
	425 Weeks	23"x20"	18"x16"x12 1/2" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain enamel	149.45
	326 Weeks	23"x20"	18"x16"x12 1/2" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white enamel	108.50
	426 Weeks	23"x20"	18"x16"x12 1/2" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white enamel	123.70
	327 Weeks	23"x20"	18"x16"x12 1/2" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	102.90
	427 Weeks	23"x20"	18"x16"x12 1/2" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	118.10
	315 Weeks	23"x20"	18"x16"x12 1/2" Warmer 18"x16"x6" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain Enamel and nickel	160.60
	313 Weeks	23"x20"	18"x16"x12 1/2" Warmer 18"x16"x6" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White and gray Porcelain enamel	
	323 Weeks	23"x20"	18"x16"x12 1/2" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White and gray Porcelain enamel	
	423 Weeks	23"x20"	18"x16"x12 1/2" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White and gray Porcelain enamel	
	316 Weeks	23"x20"	18"x16"x12 1/2" Warmer 18"x16"x6" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	138.95
	317 Weeks	23"x20"	18"x16"x12 1/2" Warmer 18"x16"x6" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white enamel	133.25
	355 Weeks	26"x21"	18"x18"x15" Warmer 18"x18"x10" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain Enamel and nickel	222.25
	357 Weeks	26"x21"	18"x18"x15" Warmer 18"x18"x10" Right or left	1- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	166.25
	455 Weeks	26"x21"	18"x18"x15" Warmer 18"x18"x10" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain Enamel and nickel	233.10
	457 Weeks	26"x21"	18"x18"x15" Warmer 18"x18"x10" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	174.30
	237 Weeks	20"x15"	16"x14"x12 1/2" Under cooking top	2-1,200 watts	2-1,500 watts	Time Extra Temperature	Black and white enamel	
	445 Weeks	26"x21"	18"x18"x15" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	White porcelain Enamel and nickel	161.00
	446 Weeks	26"x21"	18"x18"x15" Right or left	2- 550 watts 2-1,200 watts Open or closed	2-1,500 watts	Time Extra Temperature	Black and white Enamel and nickel	146.30
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<b>Westinghouse Electric Mfg. Co.</b> Mansfield, Ohio	Junior Console Westinghouse 47" high	20 1/2"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Gray enamel	\$152.50
	Junior Console Westinghouse 47" high	20 1/2"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Semi-white enamel	127.50
	Console Westinghouse 48" high	20 1/2"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Gray enamel	175.00
	Console Westinghouse 48" high	20 1/2"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Semi-white enamel	150.00



Manufacturer	Model and Trade Name	Heating Units		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Westinghouse Elec. Mfg. Co.—Continued	Senior Console Westinghouse 48" high	24"x24"	18"x15"x17 1/2" Left or right	2- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Gray enamel	220.00
	Senior Console Westinghouse 48" high	24"x24"	18"x15"x17 1/2" Left or right	2- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Semi-white enamel	170.00
	Junior Console Fuel-Electric Westinghouse 49 1/4" high	34"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Gray enamel	225.00
	Junior Console Fuel-Electric Westinghouse 49 1/4" high	34"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,800 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Black Japan	185.00
	Console Fuel-Electric Westinghouse 50 1/4" high	34"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Gray enamel	267.50
	Console Fuel-Electric Westinghouse 50 1/4" high	34"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Black Japan	215.00
	3-19-B Westinghouse 64 1/8" high	21 1/2"x21 3/4"	Two ovens Upper 18 1/2"x13 1/2"x16" Lower 10 3/8"x13 1/2"x11 1/2" Left or right	2- 1,000 watts 1- 2,000 watts Open	2- 1,500 watts Lower 1,000 watts	Time and temperature	White enamel	300.00
	3-19-B Westinghouse 64 1/8" high	21 1/2"x21 3/8"	Two ovens Upper 18 1/2"x13 1/2"x16" Lower 10 3/8"x13 1/2"x11 1/2" Left or right	2- 1,000 watts 1- 2,000 watts Open	2- 1,500 watts Lower 1,000 watts	Time and temperature	Black Japan	220.00
	2-19-B Westinghouse 58" high	21 1/2"x21 3/4"	18 1/2"x13 1/2"x16"	2- 1,000 watts 1- 2,000 watts Open	2- 1,500 watts	Time and temperature	Gray enamel	225.00
	2-19-B Westinghouse 37 1/2" high	21 1/2"x21 3/4"	18 1/2"x13 1/2"x16"	2- 1,000 watts 1- 2,000 watts Open	2- 1,500 watts	temperature	Black Japan	125.00
	515 Westinghouse 31" high	24"x14"	12"x16"x12"	2- 1,500 watts Open	2- 1,000 watts	None	Black Japan	67.50

(Resistance Material: Chromel A, Nichrome IV)

## Ranges, Wall Outlet

Manufacturer	Trade Name and Model	Type	Dimensions, Inches		Units, Cook- ing Surface	Units, Oven	Finish	Retail Price
			Cooking surface	Oven				
American Metal Specialty Co. 3 Appleton St., Boston, Mass.	Ameco	Oven		12 1/2"x11 1/4"x12"		660 watts, three heat switch	Black japan, nickel trim	16.50
Armstrong Electric & Mfg. Corp. Huntington, W. Va.	New Era	Table range	8 1/2" raised unit on oven top	13"x14 1/2"x16 1/2"	1-600 watts	2-660 watts adjustable	White vitreous enamel	100.00
	Armstrong	Kitchen range	20x20	14x14x19 1/2"	2-600 watts closed reflector type	2-600 watts adjustable	White vitreous enamel	98.50
Beardsley & Wolcott Mfg. Co. Waterbury, Conn.	Torrid Wilwear	Floor Range	20x13	12x12x11 under cooking top	660 watts, 440 watts, together 1,100 watts superheat open	2-990 watts Use one at a time	Black and gray porcelain enamel White and gray	\$59.50 65.00
	Cook's Kitchenette Stove	Floor Range	8x14	10x10x14 Broiler 9x5x14 under cooking top	1—Hotplate or griddle		Aluminum and gray	95.00
Landers, Frary & Clark New Britain, Conn.	Universal—E-9688	Table Range, portable	21 1/2"x13 1/2"	4 1/2"x10 1/2", round 2 pans, grid and heat deflector	1-650 watts open 1-900 watts open	None, uses 1-unit of cooking top	Black, nickel oven and pans	30.50
	Universal—E-96880	Table Range, portable	21 1/2"x13 1/2"	No oven, 2 pans, grid and heat deflector	1-650 watts open 1-900 watts open	None	Black, nickel pans	24.50
	Universal—E-96881	Table Range, portable	21 1/2"x13 1/2"	No oven or pans	1-650 watts open 1-900 watts open	None	Black	21.75
Metal Ware Corp. Two Rivers, Wisc.	Empire Kitchenette Range—B-25	Kitchenette	12x8	8 1/2"x7 1/2"x6 1/2"	2 total wattage 1,300	2	Black, japan, nickel and porcelain enamel or colored	25.00
(Resistance Material: Nichrome, Nichrome IV)								
National Stamping & Electric Works 3212 W. Lake St. Chicago, Ill.	White Cross—102	Table Range	24x11	11x11x12 portable	2-550 watts open	Uses cooking top	Black	14.00
	White Cross—103	Table Range	36x11	11x11x12 portable	3-550 watts open	Uses cooking top	Black	17.50
	White Cross—104	Floor Range	24x11	11x11x12 portable	2-550 watts open	Uses cooking top	Black	20.00
	White Cross—105	Floor Range	36x11	11x11x12 portable	3-550 watts open	Uses cooking top	Black	25.00
Sereico, Incorporated 420 Lexington Ave. New York, N. Y.	Honeymoon Range					1,320 watts 3-heat switch	Enameled, nickel or unenameled	44.50 to 49.50
(Resistance Material: Nichrome, Chromalox)								
Standard Electric Stove Co. 1714 N. 12th St. Toledo, Ohio	Standard—302 With Fireless Cooker	Low table range	27x18	10x12x12 Left of cooker	1-660 watts open	2-660 watts cooker	Baked enamel	65.00; white enamel, 71.50
	Standard—301 With Fireless Cooker	Floor Type	28x19 1/2	10x12x12 Left of cooker	1-660 watts high shelf 1-660 watts open 3,600	2-660 watts cooker 1-660 watts	Baked Enamel	80.00; white enamel, 88.00
	Standard—4012	Shelf	12x22				Baked enamel	45.00
(Resistance Material: Chromel A, Nichrome IV)								
Swartsbaugh Mfg. Co. Toledo, Ohio	Everhot—RA-100	Table Range	11x12	11x8 1/2"x12 under hot plate	1-660 watts open	1-660 watts 1-330 watts	Aluminum bronze nickel trim	49.50 West of Denver, 55.00
	Everhot—RA-200 with utensils	Floor Range	11x12	11x8 1/2"x12 under hot plate	1-660 watts open	1-660 watts 1-330 watts	Aluminum bronze nickel trim	59.50; West of Denver 65.00

## Refrigerators

## Appliance

Manufacturer	Model and Trade Name	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
<b>Belding Hall Electric Corp.</b> Belding, Mich.	SK-5 ElectriCE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 19 3/4" x 57" 4.5	3—36	Steel White lacquer Enamel	485	\$215.00
	SK-6 ElectriCE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 22 3/4" x 57 1/2" 5.6	4—48	Steel White lacquer Porcelain	525	285.00
	SK-7 ElectriCE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 57 1/2" 7.5	5—60	Steel White lacquer Porcelain	615	350.00
	SK-9 ElectriCE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 62" 9.	5—60	Steel White lacquer Porcelain	640	405.00
	SK-15 ElectriCE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	50 1/2" x 22 3/4" x 62" 14.6	10—120	Steel White lacquer Porcelain	850	535.00
	SP-5 ElectriCE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 20 3/4" x 52 1/2" 4.9		Porcelain Porcelain	490	250.00
	SP-6 ElectriCE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 22 3/4" x 57 1/2" 5.6		Porcelain Porcelain	575	305.00
	SP-7 ElectriCE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 57 1/2" 7.5		Porcelain Porcelain	635	375.00
	SP-9 ElectriCE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 62" 9		Porcelain Porcelain	725	435.00
	SP-15 ElectriCE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	50 1/2" x 22 3/4" x 62" 14.6		Porcelain Porcelain	975	575.00
<b>Calvert Electric Refrigeration Co.</b> Div. of Poole Engineering & Machine Co. Baltimore, Md.	R-3 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	39" x 24 3/4" x 70 5/8" 128		Porcelain Wood White Enamel Porcelain		570.00
	R-4 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	41 1/2" x 26 3/4" x 72 5/8" 160		Wood White Enamel Porcelain		620.00
	R-5 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	47 1/2" x 26 3/4" x 76 5/8" 160		Wood White Enamel Porcelain		670.00
	B-2 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	40" x 23 1/2" x 67 1/2" 96		Steel Porcelain Porcelain		410.00
	B-3 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	43" x 23 1/2" x 74 1/4" 96		Steel Porcelain Porcelain		510.00
	B-4 Calvert	Pressure Sulphur dioxide	2-Cylinder Belt	48 1/2" x 25 1/2" x 74 1/4" 160		Steel Porcelain Porcelain		560.00
	G-1 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	32 1/4" x 20 1/8" x 58" 64		Porcelain or Enamel Porcelain		
	G-2 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	35" x 22 1/8" x 62 1/8" 96		Porcelain or Enamel Porcelain		
	G-3 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	35" x 22 1/8" x 29 1/8" 96		Porcelain or Enamel Porcelain		
	G-4 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	44 1/2" x 23 1/8" x 70 1/8" 128		Porcelain or Enamel Porcelain		
	G-5 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	44 1/2" x 23 1/8" x 70 1/8" 160		Porcelain or Enamel Porcelain		
	G-6 Calvert	Pressure Sulphur Dioxide	2-Cylinder Belt	52 1/2" x 23 1/8" x 70 1/8" 160		Porcelain or Enamel Porcelain		
<b>Champion Electric Co.</b> N. Paulina & Diversey Pky., Chicago, Ill.	6-A Electro Icer	Pressure Sulphur dioxide	1 Cylinder 1/2 H.P.—V. Belt	Machine only For 6 cu. ft. cabinets	2—36			170.00
	8-B Electro Icer	Pressure Sulphur dioxide	1 Cylinder 1/2 H.P.—V. Belt	Machine only For 8 cu. ft. cabinets	2—36			185.00
	8-C Electro Icer	Pressure Sulphur dioxide	1 Cylinder 1/2 H.P.—V. Belt	Machine only For 10 cu. ft. cabinets	3—54			195.00
	10-A to 12 Electro Icer	Pressure Sulphur dioxide	2-Cylinder 1/2 H.P. Gear	Machine only For 6 to 35 cu. ft. cabinets	2—5 to 36—90			
<b>Climax Electrical Refrigeration Co.</b> Clinton, Iowa	G Climax	Thermostat Methyl chloride	Rotary Direct 1/2 H.P.	Machine only 75 lbs. ice Melting effect	3—36		86	Not given
	F Climax	Thermostat Methyl chloride	Rotary Direct 1/2 H.P.	Machine only 150 lbs. ice Melting effect	3—36 to 10—120		127	Not given
	E Climax	Thermostat Methyl chloride	Rotary Direct 1/2 H.P.	Machine only 300 lbs. ice Melting effect	10—120 to 20—240		240	Not given
<b>Coldak Corp.</b> 1775 Broadway New York, N. Y.	2105 Coldak	Pressure Mercoid Ethyl chloride	Compound Rotary Gear 1/4 H.P.—Direct	33" x 21 1/4" x 61 1/2" 5.5	2—36	Metal White Enamel		210.00
	2108 Coldak	Pressure Mercoid Ethyl chloride	Compound Rotary Gear 1/4 H.P.—Direct	35 1/2" x 25" x 64 1/2" 7.5	3—54	Steel White Porcelain		300.00
	2109 Coldak	Pressure Mercoid Ethyl chloride	Compound Rotary gear 1/4 H.P.—Direct	36" x 25" x 70 1/2" 9.	4—72	Steel White Porcelain		360.00
	513 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	25 3/4" x 22 5/8" x 36" 5.	2—36	Lacquer Enamel		175.00
	515 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	26 1/4" x 23" x 62 1/2" 5.25	2—36	Lacquer Enamel		185.00
	715 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	36" x 25" x 64 1/2" 7.	3—54	Steel White porcelain		370.00
	915 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	36 1/2" x 25" x 70 1/2" 9.	4—72	Steel White porcelain		410.00
	1215 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	44 1/2" x 25" x 73 1/2" 13.	4—72	Steel White porcelain		490.00
	1615 Coldak	Pressure Mercoid Ethyl Chloride	Compound Rotary Gear 1/4 H.P.—Direct	55 1/8" x 25" x 73 1/2" 13.	5—90	Steel White porcelain		590.00
<b>Copeland Sales Co.</b> 630 Lyncaste St. Detroit, Mich.	N-5 Copeland	Thermostat Iso Butane	1-Cylinder 1/2 H.P.—V-Belt	24 1/8" x 22 1/4" x 55 1/2" 5.	3—108	Steel Lacquer, enamel or porcelain	412	195.00
	N-5-P Copeland	Thermostat Iso Butane	1-Cylinder 1/2 H.P.—V-Belt	24 1/8" x 22 1/4" x 55 1/2" 5.	3—108	Steel, lacquer Lacquer, Porcelain	435	225.00

Manufacturer	Model and Trade Name	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
<b>Copeland Sales Co.</b> <i>Continued</i>	N-5-AP Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	24 1/8" x 22 1/4" x 55 1/2" 5.	3—108	Porcelain Porcelain or Enamel Steel	450	\$245.00
	N-7-P Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	30 3/4" x 23" x 62" 7.	4—162	Lacquer, porcelain or enamel Steel	492	290.00
	N-9-P Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	35" x 22 1/2" x 65 1/2" 9.	4—162	Lacquer, porcelain or enamel Steel	570	365.00
	CS-5-7 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	27 3/4" x 20 5/8" x 62" 5.	3—108	Armco iron White porcelain	350	290.00
	CS-7-10 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	36 1/4" x 22 1/4" x 62 1/2" 6.93	3—105	Armco iron White porcelain	420	377.50
	CS-9-12 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	35 1/2" x 21 3/8" x 70 1/4" 8.59	5—189	Armco iron White porcelain	470	440.00
	CS-11-15 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	40 1/4" x 23 1/4" x 72" 10.7	5—189	Armco iron White porcelain	545	492.00
	CS-14-22 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	46" x 24 3/4" x 70" 13.72	7—243	Armco iron White porcelain	565	543.00
	CS-16-23 Copeland-Seeger	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	55 1/4" x 23 1/4" x 70" 16.12	7—243	Armco iron White porcelain	680	598.00
	DeLux-5 Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	34 1/4" x 23 3/4" x 54 1/2" 5.	3—108	White porcelain All porcelain	456	310.00
	DeLux-7 Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	34 1/2" x 23 3/4" x 63 1/2" 7.	4—162	6 optional colors All porcelain	567	390.00
	DeLux-9 Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	40 1/2" x 23 3/4" x 65 1/2" 9.	8—270	6 optional colors All porcelain	600	485.00
	DeLux-14 Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	48" x 25" x 69" 14.	8—324	6 optional colors All porcelain	800	585.00
	DeLux-20 Copeland	Thermostat Iso Butane	1-Cylinder 1/8 H.P.—V-Belt	64 1/2" x 25" x 69" 20.	10—378	6 optional colors All porcelain	850	720.00
*All prices are F.O.B. Detroit.								
<b>Electro-Kold Corp.</b> Spokane, Wash.	100-E Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/8 H.P.—V-Belt	26 1/4" x 19 1/4" x 57 1/2" 6.3	2—36	Steel White Lacquer White Enamel Steel	475	210.00
	100-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/8 H.P.—V-Belt	26 1/4" x 19 1/4" x 57 1/2" 6.3		White Lacquer White Porcelain Steel	475	240.00
	R7-9-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/4 H.P.—V-Belt	32 3/8" x 24 1/4" x 62" 9.		White Lacquer White Porcelain Steel	675	370.00
	R-9-12-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/4 H.P.—V-Belt	32 3/8" x 24 1/4" x 69" 12.		White Lacquer White Porcelain Steel	750	435.00
	R12-16-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/4 H.P.—V-Belt	42 1/8" x 26" x 70 1/8" 16.		White Lacquer White Porcelain Steel	825	533.00
	R-15-20-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air Cooled 1/4 H.P.—V-Belt	50 5/8" x 26" x 70 1/8" 20.		White Lacquer White Porcelain Steel	900	598.00
	Bungalow S Electro-Kold	Pressure Sulphur dioxide	1-Cylinder Air cooled 1/4 H.P.—V. Belt	26 5/8" x 23" x 60 1/2" 6.5	2—36	White ducro White Enamel Porcelain	496	275.00
	85-P Electro-Kold	Pressure Sulphur dioxide	1-Cylinder Air cooled 1/4 H.P.—V. Belt	34 3/4" x 21" x 67" 8.5	2—36	Armco iron Porcelain Porcelain	672	375.00
	105-P Electro-Kold	Pressure Sulphur dioxide	1-Cylinder Air cooled 1/4 H.P.—V. Belt	36" x 22" x 73" 10.5	3—54	Armco iron Porcelain Porcelain	765	450.00
<b>Freezel Corp.</b> Gardner, Mass.	Freezel	Thermostat Methyl chloride or Sulphur dioxide	1-Cylinder Reciprocating 1/8 H.P.—V. Belt	24" x 22" x 48" 5.	2—24	Steel Enamel	288 net	175.00 210.00
<b>Frigidaire Corp.</b> Dayton, Ohio	5650 Self-contained Frigidaire	Temperature Switch Sulphur Dioxide	1-Cylinder 1/8 H.P.—V-Belt	26 3/4" x 24" x 56 1/2" 5.	2—36	Duco on steel Baked enamel on steel	355	
	5650 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	26 3/4" x 24" x 56 1/2" 5.	2—30	Duco on steel Baked enamel on steel	355	
	AHE-3637 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 36 1/4" Approx. 4	2—30	Duco on steel Baked enamel on steel	203	
	AHP-3637 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 36 1/4" Approx. 4	2—30	Duco on steel Porcelain on steel	203	
	AHE-4833 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	22 1/2" x 19" x 48 1/4" Approx. 3.5	2—30	Duco on steel Baked enamel on steel	200	
	AHE-4837 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 48 1/4" Approx. 4	2—30	Duco on steel Baked enamel on steel	195	
	AHP-4837 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 48 1/4" Approx. 4	2—30	Duco on steel Porcelain on steel	195	
	AHE-5637 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 56 1/4" Approx. 4	2—30	Duco on steel Baked enamel on steel	235	
	AHP-5637 Frigidaire	Low Pressure Sulphur Dioxide	Multiple	24 1/4" x 19" x 56 1/4" Approx. 4	2—30	Duco on steel Porcelain on steel	235	
	V-5 Frigidaire	Temperature Control Switch Sulphur Dioxide	1-Cylinder 1/8 H.P.—V-Belt	26 3/4" x 24" x 56 1/2" 5.	2—36	Duco on steel Porcelain on steel	Approx. 355	
	D-7-1 Frigidaire	Low Pressure Sulphur Dioxide	2-Cylinder 1/4 H.P.—V-Belt	33" x 28" x 62" 7.	2—42	Duco on steel Porcelain on steel	Approx. 504	
	D-7-2 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	35 3/4" x 28" x 62" 7.	3—54	Duco on steel Porcelain on steel	Approx. 530	
	D-9 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	37 1/4" x 28" x 67 3/4" 9.	4—72	Duco on steel Porcelain on steel	Approx. 576	
	D-12 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	46 1/2" x 28" x 67 3/4" 12.	4—96	Duco on steel Porcelain on steel	Approx. 668	
	VP-5 Frigidaire	Temperature Control switch Sulphur dioxide	1-Cylinder 1/8 H.P.—V-Belt	26 3/4" x 24" x 56 1/2" 5.	2—36	Tu-tone porcelain on steel Porcelain on steel	Approx. 360	
	AP-7-1 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	33" x 28" x 62" 7.	2—42	Tu-tone porcelain on steel Porcelain on steel	Approx. 570	
	AP-7-2 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	35 3/4" x 28" x 62" 7.	3—54	Tu-tone porcelain on steel Porcelain on steel	Approx. 597	
	AP-9 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	37 1/4" x 28" x 67 3/4" 9.	4—72	Tu-tone porcelain on steel Porcelain on steel	Approx. 651	
	AP-12 Frigidaire	Low Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—V-Belt	46 1/2" x 28" x 67 3/4" 12.	4—96	Tu-tone porcelain on steel Porcelain on steel	Approx. 755	
	AP-18 Frigidaire	Low pressure Sulphur dioxide	2-Cylinder 1/8 H.P.—V-Belt	46 1/2" x 28" x 67 3/4" 18.	6—144	Tu-tone porcelain on steel Porcelain on steel	Approx. 796	



## Appliance

*Electrical Merchandising, December, 1928*

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
<b>Ice-Berg Mfg. Co.—Continued</b>	Ice-Berg	Methyl Chloride	Belt	10.5		White Enamel		
	310	Thermostat	1-Cylinder	34 $\frac{3}{4}$ " x 23 $\frac{1}{4}$ " x 69"	4—56	Porcelain	534	\$510.00
	Ice-Berg	Methyl Chloride	Belt	10.5		Steel		
	215	Thermostat	1-Cylinder	53" x 23 $\frac{1}{4}$ " x 69"	5—70	Porcelain	880	530.00
	Ice-Berg	Methyl Chloride	Belt	15.5		Steel		
<b>Iron Mountain Co.</b> 939 E. 95th St. Chicago, Ill.	LE-49	Thermostat	1-Cylinder	26" x 22" x 49"	2—42	White duco	400	
	Zerozone	Sulphur dioxide	$\frac{1}{4}$ H.P.—V-Belt	28 $\frac{1}{2}$ " x 21 $\frac{1}{4}$ " x 58 $\frac{1}{2}$ "	2—42	White enamel		
	LP-58	Thermostat	1-Cylinder	31 $\frac{1}{2}$ " x 21" x 58 $\frac{1}{2}$ "	2—42	White porcelain	495	
	Zerozone	Sulphur dioxide	$\frac{1}{4}$ H.P.—V-Belt	35 $\frac{1}{4}$ " x 23" x 63 $\frac{1}{4}$ "	3—63	White lacquer	545	
	LP-7	Thermostat	1-Cylinder	35 $\frac{1}{4}$ " x 23" x 70 $\frac{1}{4}$ "	3—63	White porcelain	645	
<b>Isko Company</b> 2525 Clybourn Ave. Chicago, Ill.	20	Pressure	Rotary	Machine only			342	Not given
	Isko	Sulphur dioxide	Direct	For 10 to 50 cu. ft. boxes				
	Jack Frost	Pressure	Rotary	26" x 20" x 56"	1	Enamelled		275.00
	10	Sulphur dioxide	$\frac{1}{4}$ H.P.—Direct	25 $\frac{1}{2}$ " x 19" x 48"	1	Birch, enamel		
	Jack Frost	Pressure	Rotary	35 $\frac{1}{2}$ " x 20 $\frac{1}{2}$ " x 48 $\frac{1}{4}$ "		or varnish enamel		
<b>Jack Frost Refrigeration, Ltd.,</b> Toronto, Canada	A-310	Sulphur dioxide	$\frac{1}{4}$ H.P.—Direct	Wall type		Steel		
	Jack Frost	Pressure	Rotary	16" x 16" x 24"		Duco		
	A-269	Sulphur dioxide	$\frac{1}{4}$ H.P.—Direct	22" x 20" x 30"		Birch		
	Jack Frost	Pressure	Rotary			Enamelled		
	A-426	Sulphur dioxide	$\frac{1}{4}$ H.P.—Direct			Birch		
<b>Kelvinator Corporation</b> Detroit, Mich.	Jack Frost	Pressure	Rotary			Enamelled		
	A-427	Sulphur dioxide	$\frac{1}{4}$ H.P.—Direct			Birch		
	Kelvinator	Thermostat	1-Cylinder	26 $\frac{1}{4}$ " x 22 $\frac{1}{4}$ " x 56 $\frac{1}{4}$ "	2—30	Steel Grey	310	210.00
	272	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	26 $\frac{1}{4}$ " x 22 $\frac{1}{4}$ " x 56 $\frac{1}{4}$ "	2—30	lacquer Enamel	338	inst.
	Kelvinator	Thermostat	1-Cylinder	34 $\frac{1}{4}$ " x 22 $\frac{1}{4}$ " x 56 $\frac{1}{4}$ "	3—45	Steel	460	235.00
<b>Kelvinator Corporation</b> Detroit, Mich.	273	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	Same as 272		Lacquer Porcelain	419	inst.
	Kelvinator	Thermostat	1-Cylinder	Same as 272		Steel	419	310.00
	298	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	Same as 272		Lacquer Porcelain	419	inst.
	Kelvinator	Thermostat	1-Cylinder	Same as 272		Red lacquer	419	245.00
	323	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	Same as 272		Porcelain steel	419	inst.
<b>Kelvinator Corporation</b> Detroit, Mich.	Kelvinator	Thermostat	1-Cylinder	27 $\frac{1}{4}$ " x 22 $\frac{1}{4}$ " x 56 $\frac{1}{4}$ "	2—30	Green lacquer	419	245.00
	327	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	27 $\frac{1}{4}$ " x 22 $\frac{1}{4}$ " x 56 $\frac{1}{4}$ "	2—30	Cream lacquer	419	inst.
	Kelvinator	Thermostat	1-Cylinder	37 $\frac{1}{2}$ " x 22" x 57"	2—30	Porcelain	433	245.00
	329	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	37 $\frac{1}{2}$ " x 22" x 57"	2—30	Inside and out	577	inst.
	Kelvinator	Thermostat	1-Cylinder	37 $\frac{1}{2}$ " x 22" x 66"	3—63	Porcelain	674	320.00
<b>Kelvinator Corporation</b> Detroit, Mich.	Kelvinator	Thermostat	1-Cylinder	37 $\frac{1}{2}$ " x 22" x 73"	3—63	Inside and out	770	inst.
	P-5	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt	44 $\frac{1}{2}$ " x 22" x 73"	3—63	Porcelain	783	400.00
	Kelvinator	Thermostat	2-Cylinders			Inside and out	783	inst.
	P-8	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt			Porcelain	783	485.00
	Kelvinator	Thermostat	2-Cylinders			Inside and out	783	inst.
<b>Kelvinator Corporation</b> Detroit, Mich.	P-9	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt			Porcelain	783	560.00
	Kelvinator	Thermostat	2-Cylinders			Inside and out	783	inst.
	P-12	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt			Porcelain	783	inst.
	P-12	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt			Porcelain	783	inst.
	P-12	Sulphur dioxide	$\frac{1}{4}$ H.P.—Belt			Porcelain	783	inst.
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	Keokuk	Thermostat	Reciprocating	26 $\frac{1}{4}$ " x 22" x 57 $\frac{1}{2}$ "	36	Steel		210.00
	103-E	Sulphur dioxide	$\frac{1}{4}$ H.P.	5.1		Lacquer		
	Keokuk	Thermostat	Reciprocating	30" x 24 $\frac{1}{2}$ " x 62 $\frac{1}{2}$ "	36	Enamel		250.00
	DeLuxe	Sulphur dioxide	$\frac{1}{4}$ H.P.	5.7		Oak		
	Keokuk	Thermostat	Reciprocating	32" x 24 $\frac{1}{2}$ " x 61 $\frac{1}{4}$ "	54	Enamel		360.00
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	79	Sulphur dioxide	$\frac{1}{4}$ H.P.	7		Porcelain		
	Keokuk	Thermostat	Reciprocating	32 $\frac{3}{8}$ " x 24 $\frac{1}{2}$ " x 69"	90	Steel		415.00
	912	Sulphur dioxide	$\frac{1}{4}$ H.P.	9		Lacquer		
	Keokuk	Thermostat	Reciprocating	26 $\frac{1}{4}$ " x 22" x 57 $\frac{1}{2}$ "	36	Porcelain		225.00
	103-P	Sulphur dioxide	$\frac{1}{4}$ H.P.	5.1		Steel		
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	Keokuk	Thermostat	Reciprocating	31 $\frac{1}{4}$ " x 20 $\frac{1}{4}$ " x 58"	36	Lacquer		295.00
	205	Sulphur dioxide	$\frac{1}{4}$ H.P.	5.5		Porcelain		
	Keokuk	Thermostat	Reciprocating	42 $\frac{1}{8}$ " x 26" x 70 $\frac{1}{8}$ "	108	Lacquer		490.00
	202	Sulphur dioxide	$\frac{1}{4}$ H.P.	15.2		Porcelain		
	Keokuk	Thermostat	Reciprocating	50 $\frac{3}{8}$ " x 26" x 70 $\frac{1}{8}$ "	108	Steel		540.00
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	203	Sulphur dioxide	$\frac{1}{4}$ H.P.	15.2		Lacquer		
	Keokuk	Thermostat	Reciprocating	Machine only	36	Porcelain		170.00
	Re mote FC-8	Sulphur dioxide	$\frac{1}{4}$ H.P.	8		Steel		
	Keokuk	Thermostat	Reciprocating	Machine only	54	Lacquer		200.00
	DC-10	Sulphur dioxide	$\frac{1}{4}$ H.P.	10		Porcelain		
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	Keokuk	Thermostat	Reciprocating	Machine only	84	Steel		215.00
	DC-12	Sulphur dioxide	$\frac{1}{4}$ H.P.	12		Lacquer		
	Keokuk	Thermostat	Reciprocating	Machine only	90	Porcelain		230.00
	DC-14	Sulphur dioxide	$\frac{1}{4}$ H.P.	13		Steel		
	Keokuk	Thermostat	Reciprocating	Machine only	108	Lacquer		265.00
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	E-20	Sulphur dioxide	$\frac{1}{4}$ H.P.	20		Porcelain		280.00
	Keokuk	Thermostat	Reciprocating	Machine only	126	Steel		
	E-30	Sulphur dioxide	$\frac{1}{4}$ H.P.	30		Lacquer		290.00
	Keokuk	Thermostat	Reciprocating	Machine only	126	Porcelain		
	E-40	Sulphur dioxide	$\frac{1}{4}$ H.P.	40		Steel		350.00
<b>Keokuk Refrigerating Co.</b> Keokuk, Ia.	Keokuk	Thermostat	Reciprocating	Machine only	126	Lacquer		
	H-55	Sulphur dioxide	$\frac{1}{4}$ H.P.	50		Porcelain		
	Keokuk	Thermostat	Reciprocating	Machine only	126	Steel		
	H-55	Sulphur dioxide	$\frac{1}{4}$ H.P.	50		Lacquer		
	Keokuk	Thermostat	Reciprocating	Machine only	126	Porcelain		
*Optional colors obtainable in Steel Cabinets.								
<b>Mechana-Kold Corp.</b> Arcade, N. Y.	Mechana-Kold	Thermostat	1-Cylinder	Machine Only			150	
		(Dry Ballasted Evaporator)	$\frac{1}{4}$ H.P.	5-50 Cubic Ft.				

## Refrigerators, Continued

## Appliance

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Narragansett Machine Co. Pawtucket, R.I.	100	Thermostat	Direct drive	26 1/2"x20" x57 1/2"	1—18	Lacquer	525	
	Chilrite	Sulphur dioxide		6.3	Deep tray	Enamel		
	103P	Thermostat	Direct drive	26 1/2"x22" x57 1/2"	1—18	Porcelain	550	
	Chilrite	Sulphur dioxide		7.2	Deep tray	Porcelain		
	200	Thermostat	Direct drive	35 1/2"x23" x63"	2—36	Lacquer	725	
	Chilrite	Sulphur dioxide		10.2	Deep tray	Porcelain		
	300	Thermostat	Direct drive	35 1/2"x23" x63"	2—36	Porcelain	735	
	Chilrite	Sulphur dioxide		10.2	Deep tray	Porcelain		
	205	Thermostat	Direct drive	31 1/4"x21" x58"	1—18	Lacquer	625	
	Chilrite	Sulphur dioxide		7.5	Deep tray	Porcelain		
	305	Thermostat	Direct drive	31 1/4"x21" x58"	1—18	Porcelain	650	
	Chilrite	Sulphur dioxide		7.5	Deep tray	Porcelain		
	201	Thermostat	Direct drive	35 1/2"x23" x70"	3—54	Lacquer	770	
	Chilrite	Sulphur dioxide		12.4	Deep tray	Porcelain		
Norge Corp. 670 E. Woodbridge Detroit, Mich.	515	Thermostat	Rotary belt	26 1/4"x23" x62 1/2"	2—30	Lacquer		Not given
		Sulphur dioxide		5.28		Enamel		
	515P	Thermostat	Rotary belt	26 1/4"x23" x62 1/2"	2—30	Lacquer		Not given
		Sulphur dioxide		5.28		Porcelain		Not given
	515AP	Thermostat	Rotary belt	26 1/4"x23" x62 1/2"	2—30	Porcelain		Not given
		Sulphur dioxide		5.28		Porcelain		
	715	Thermostatic	Rotary belt	36" x25" x64 1/2"	3—45	Porcelain		Not given
		Sulphur dioxide		7.12		Porcelain		Not given
	915	Thermostat	Rotary belt	36" x25" x70 1/2"	3—63	Porcelain		Not given
		Sulphur dioxide		9		Porcelain		
Serval Sales, Inc. Evansville, Ind. See Adv. P. 171	K-7	Pressure	2-Cylinder	36 1/4"x26 3/8"x65 1/4"	10—120	White		
	Serval	Methyl Chloride	1/4 H.P.—Belt	7				
	D-5	Pressure	2-Cylinder	26 3/8"x19 1/2"x56"	4—48	White		
	Serval	Methyl Chloride	1/4 H.P.—Belt	5				
	K-5	Pressure	2-Cylinder	26 1/4"x25 1/2"x63 1/8"	4—48	White		
	Serval	Methyl Chloride	1/4 H.P.—Belt	5				
Steel Products Engineering Co., Springfield, Ohio	K-10	Pressure	2-Cylinder	42 1/4"x27 1/8"x70 1/4"	14—168	White		
	Serval	Methyl Chloride	1/4 H.P.—Belt	10				
							412	
Superior Iceless Refrigerator, Inc. Canton, Ohio	5-E	Thermostat	1-Cylinder	26 1/4"x19 1/4"x57 1/2"	36	Lacquer	435	\$175.00
		Sulphur dioxide	1/6 H.P.			Baked enamel		
	5-P	Thermostat	1-Cylinder	26 1/4"x19 1/4"x57 1/2"	36	Lacquer	435	197.50
		Sulphur dioxide	1/6 H.P.			Porcelain		
	6-P	Thermostat	1-Cylinder	31 3/8"x20" x57 1/4"	48	Lacquer	505	285.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	6-AP	Thermostat	1-Cylinder	31 3/8"x20" x57 1/4"	48	Porcelain	525	315.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	7-P	Thermostat	1-Cylinder	34 7/8"x22 1/8"x62 1/2"	72	Lacquer	580	350.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	7-AP	Thermostat	1-Cylinder	34 7/8"x22 1/8"x62 1/2"	72	Porcelain	600	390.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	9-P	Thermostat	1-Cylinder	34 7/8"x22 1/8"x62 1/2"	96	Lacquer	700	390.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	9-AP	Thermostat	1-Cylinder	34 7/8"x22 1/8"x62 1/2"	96	Porcelain	720	450.00
		Sulphur dioxide	1/6 H.P.			Porcelain		
	12-P	Thermostat	1-Cylinder	44 3/8"x22 1/8"x70"	96	Lacquer	780	460.00
		Sulphur dioxide	1/4 H.P.			Porcelain		
	12-AP	Thermostat	1-Cylinder	44 3/8"x22 1/8"x70"	96	Porcelain	800	525.00
		Sulphur dioxide	1/4 H.P.			Porcelain		
Trupar Mfg. Co. 140 Davis Ave., Dayton, Ohio	15-P	Thermostat	1-Cylinder	52 3/8"x22 1/8"x70"	120	Lacquer	915	550.00
		Sulphur dioxide	1/4 H.P.			Porcelain		
	15-AP	Thermostat	1-Cylinder	52 3/8"x22 1/8"x70"	120	Porcelain	945	610.00
		Sulphur dioxide	1/4 H.P.			Porcelain		
	1-AA-5	Pressure	1-Cylinder	26" x19" x57 3/8"	2—36	Lacquer	312	
		Sulphur dioxide	1/4 H.P.—Belt	4.5		Enamel		
	Trupar	Pressure	1-Cylinder	26" x22" x57 3/8"	2—36	Lacquer	370	
		Sulphur dioxide	1/4 H.P.—Belt	5.1		Enamel		
	1-AA-57	Pressure	1-Cylinder	26" x22" x57 3/8"	2—26	Lacquer	375	
		Sulphur dioxide	1/4 H.P.—Belt	5.1		Porcelain		
	1-AA-58	Pressure	1-Cylinder	27" x20" x54"	2—26	Porcelain	300	
		Sulphur dioxide	1/4 H.P.—Belt	5.0		Porcelain		
	1-AA-554	Pressure	1-Cylinder	31 1/4"x20 3/8"x58"	3—54	Porcelain	377	
		Sulphur dioxide	1/4 H.P.—Belt	5.5		Porcelain		
	1-AA-55	Pressure	1-Cylinder	35" x22 3/8"x62 1/2"	3—54	Lacquer	441	
		Sulphur dioxide	1/4 H.P.—Belt	7.0		Porcelain		
	1-A-79	Pressure	1-Cylinder	35 1/2"x22 3/8"x62 1/2"	3—54	Porcelain	463	
		Sulphur dioxide	1/4 H.P.—Belt	7.1		Porcelain		
	1-A-710	Pressure	1-Cylinder	36 3/4"x22 1/2"x65"	3—54	Porcelain	495	
		Sulphur dioxide	1/4 H.P.—Belt	7.55		Porcelain		
Universal Cooler Corp. 18th and Howard Detroit, Mich.	Trupar	Pressure	2-Cylinder	32 3/8"x24 3/4"x69"	4—72	Lacquer	502	
		Sulphur dioxide	1/4 H.P.—Belt	9.0		Porcelain		
	2-C-912	Pressure	2-Cylinder	35" x22 3/8"x69 1/2"	4—72	Porcelain	524	
		Sulphur dioxide	1/4 H.P.—Belt	8.5		Porcelain		
	2-C-913	Pressure	2-Cylinder	44 1/2"x23 1/4"x70"	4—72	Lacquer	615	
		Sulphur dioxide	1/4 H.P.—Belt	12.7		Porcelain		
	2-C-1216	Pressure	2-Cylinder	45" x23 1/4"x70 1/8"	4—72	Porcelain	642	
		Sulphur dioxide	1/4 H.P.—Belt	11.9		Porcelain		
	2-C-1217	Pressure	2-Cylinder	52 1/2"x23 1/2"x70"	5—105	Lacquer	731	
		Sulphur dioxide	1/4 H.P.—Belt	15.2		Porcelain		
	2-E-1520	Pressure	2-Cylinder	53" x23 1/2"x70 1/8"	5—105	Porcelain	763	
		Sulphur dioxide	1/4 H.P.—Belt	15.4		Porcelain		
Universal Cooler Corp.	40	Thermostat	1-Cylinder	26 1/4"x19 1/4"x57 1/2"	3—42	Lacquer		
		Methyl Chloride	1/6 H.P.—Belt	4.4		Enamel or porcelain		
	41	Thermostat	1-Cylinder	26 1/4"x19 1/4"x52"	3—42	Lacquer		
		Methyl Chloride	1/6 H.P.—Belt	4.4		Enamel or porcelain		
	42	Thermostat	1-Cylinder	26 1/4"x19 1/4"x36 1/4"	4—42	Lacquer		
		Methyl Chloride	1/6 H.P.—Belt	4.4		Enamel or porcelain		
	55	Thermostat	1-Cylinder	31 1/4"x20 1/8"x58"	3—42	Lacquer		
Universal Cooler Corp.	65	Thermostat	1-Cylinder	31 3/4"x20 3/4"x58 1/8"	3—42	Porcelain		
		Methyl Chloride	1/4 H.P.—Belt	5.5		Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	5.5		Porcelain		



Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Universal Cooler Corp.— Continued	50	Thermostat	1-Cylinder	35" x 22 1/4" x 62 1/4"	3—42	Lacquer		
	Universal	Methyl Chloride	1/4 H.P.—Belt	7.1		Porcelain		
	60	Thermostat	1-Cylinder	35 1/2" x 22 3/4" x 62 3/8"	3—42	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	7.1		Porcelain		
	51	Thermostat	1-Cylinder	35" x 22 1/4" x 69 1/8"	5—70	Lacquer		
	Universal	Methyl Chloride	1/4 H.P.—Belt	8.5		Porcelain		
	61	Thermostat	1-Cylinder	35 1/2" x 22 3/4" x 69 3/8"	5—70	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	8.5		Porcelain		
	52	Thermostat	1-Cylinder	44 1/2" x 22 3/4" x 70 1/4"	6—84	Lacquer		
	Universal	Methyl Chloride	1/4 H.P.—Belt	11.9		Porcelain		
	62	Thermostat	1-Cylinder	45" x 23 1/2" x 70 1/8"	6—84	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	11.9		Porcelain		
	53	Thermostat	1-Cylinder	52 1/2" x 23 1/4" x 70 1/4"	6—84	Lacquer		
	Universal	Methyl Chloride	1/4 H.P.—Belt	15.4		Porcelain		
	63	Thermostat	1-Cylinder	53" x 23 1/4" x 70 1/8"	6—84	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	15.4		Porcelain		
	Seeger-19	Thermostat	1-Cylinder	28" x 23 1/4" x 52"	3—42	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	6.0		Porcelain		
	Seeger-20	Thermostat	1-Cylinder	36 1/2" x 22 1/4" x 62 1/2"	3—42	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	7.0		Porcelain		
	Seeger-21	Thermostat	1-Cylinder	36 1/2" x 22 1/4" x 62 1/2"	5—70	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	7.0		Porcelain		
	Seeger-22	Thermostat	1-Cylinder	35 1/2" x 21 3/8" x 71 1/8"	5—70	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	9.0		Porcelain		
	Seeger-23	Thermostat	1-Cylinder	40 1/4" x 23 3/8" x 72"	6—84	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	11.0		Porcelain		
	Seeger-25	Thermostat	1-Cylinder	46" x 24 1/8" x 69 7/8"	6—84	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	14.0		Porcelain		
	Seeger-26	Thermostat	1-Cylinder	55 1/4" x 24 1/8" x 69 7/8"	6—84	Porcelain		
	Universal	Methyl Chloride	1/4 H.P.—Belt	16.0		Porcelain		
Warner Steel Products Co. Ottawa, Kansas	6	Thermostat	1-Cylinder	23 3/8" x 20 3/8" x 51 1/2"	2—28	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	4.1		White enamel		Not given
	8	Pressure	1-Cylinder	25 1/2" x 21 1/4" x 56 1/2"	2—42	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	4.6		White enamel		Not given
	10	Pressure	1-Cylinder	25" x 22" x 58"	2—42	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	5		White enamel		Not given
	11	Pressure	1-Cylinder	27 1/8" x 22 1/2" x 60 1/4"	2—42	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	6		White enamel		Not given
	11-A	Pressure	1-Cylinder	27 1/8" x 22 1/2" x 60 1/4"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	6		White enamel		Not given
	11-B	Pressure	2-Cylinder	29 3/8" x 23" x 61"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	7.5		White enamel		Not given
	11-C	Pressure	2-Cylinder	29 3/8" x 23" x 61"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	7.5		Porcelain		Not given
Wayne Home Equip- ment Co. Fort Wayne, Ind.	12	Pressure	2-Cylinder	38" x 22 3/4" x 60"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	8		White enamel		Not given
	12-B	Pressure	2-Cylinder	37 3/4" x 25" x 61"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	10.5		White enamel		Not given
	12-C	Pressure	2-Cylinder	37 3/4" x 25" x 61"	3—63	White duco		
	Surecold	Sulphur dioxide	1/2 H.P.—Belt	10.05		Porcelain		Not given
	500-EP	Sulphur dioxide	1-Cylinder	5.1	2—56	Lacquer	385	\$205.00
	Wayne		Belt			Porcelain		
	500-S	Sulphur dioxide	1-Cylinder	5.1	2—56	Lacquer	385	218.00
	Wayne		Belt			Porcelain		
	495-E	Sulphur dioxide	1-Cylinder	5.1	2—56	Lacquer	415	225.00
	Wayne		Belt			Enamel		
	495-S	Sulphur dioxide	1-Cylinder	5.1	2—56	Lacquer	440	250.00
	Wayne		Belt			Porcelain		
	495-P	Sulphur dioxide	1-Cylinder	5.1	2—56	Lacquer	440	315.00
	Wayne		Belt			Porcelain		
	650-S	Sulphur dioxide	2-Cylinder	6.46	3—84	Lacquer	525	330.00
	Wayne		Belt			Porcelain		
	650-P	Sulphur dioxide	2-Cylinder	6.46	3—84	Lacquer	580	375.00
	Wayne		Belt			Porcelain		
Welsbach Co. Gloucester, N. J.	770-S	Sulphur dioxide	2-Cylinder	7.7	4—112	Lacquer	595	375.00
	Wayne		Belt			Porcelain		
	770-P	Sulphur dioxide	2-Cylinder	7.7	4—112	Lacquer	650	395.00
	Wayne		Belt			Porcelain		
	1000-S	Sulphur dioxide	2-Cylinder	10.3	4—112	Lacquer	695	390.00
	Wayne		Belt			Porcelain		
	1000-P	Sulphur dioxide	2-Cylinder	10.3	4—112	Lacquer	790	440.00
	Wayne		Belt			Porcelain		
	1300-S	Sulphur dioxide	2-Cylinder	13.1	6—168	Lacquer	795	470.00
	Wayne		Belt			Porcelain		
	1300-P	Sulphur dioxide	2-Cylinder	13.1	6—168	Lacquer	875	540.00
	Wayne		Belt			Porcelain		
	1700-S	Sulphur dioxide	2-Cylinder	16.9	6—168	Lacquer	920	535.00
	Wayne		Belt			Porcelain		
	1700-P	Sulphur dioxide	2-Cylinder	16.9	6—168	Lacquer	1020	576.00
	Wayne		Belt			Porcelain		
Welsbach Co. Gloucester, N. J.	C-155	Thermostat	2-Cylinder	26 1/4" x 21 1/4" x 55 3/4"	2—42	Steel		\$225.00
	Welsbach	Alcozol	1/2 H.P.	5.25		White nitro-lacquer		
	C-150	Thermostat	2-Cylinder	26 1/4" x 21 1/4" x 55 3/4"	2—42	Lacquer		250.00
	Welsbach	Alcozol	1/2 H.P.	5.25		Steel		
	C-160	Thermostat	2-Cylinder	27 1/4" x 23 3/8" x 57 1/2"	2—42	White nitro-lacquer		300.00
	Welsbach	Alcozol	1/2 H.P.			Porcelain		
	C-170	Thermostat	2-Cylinder	32 3/4" x 23 3/8" x 57 1/2"	2—42	Steel		355.00
	Welsbach	Alcozol	1/2 H.P.			White nitro-lacquer		
	C-260	Thermostat	2-Cylinders	27 1/4" x 23 3/8" x 57 1/2"	3—63	Porcelain		325.00
	Welsbach	Alcozol	1/4 H.P.	5.5		Steel		
Welsbach Co. Gloucester, N. J.	C-270	Thermostat	2-Cylinders	32 3/4" x 23 3/8" x 57 1/2"	3—63	White nitro-lacquer		375.00
	Welsbach	Alcozol	1/4 H.P.	7.1		Porcelain		
	C-280	Thermostat	2-Cylinders	36" x 23 3/8" x 57 1/2"	4—84	Steel		415.00
	Welsbach	Alcozol	1/4 H.P.	7.9		White nitro-lacquer		
	C-101	Thermostat	2-Cylinders	31" x 21 1/4" x 64 1/4"	4—72	Porcelain		375.00
	Welsbach	Alcozol	1/4 H.P.	5.3		Wood		
	C-201	Thermostat	2-Cylinders	37" x 21 1/4" x 64 1/4"	6—108	White or gray nitro-lacquer		450.00
	Welsbach	Alcozol	1/4 H.P.	7.5		Porcelain		

# Refrigerator Cabinets

Appliance Index

Manufacturer	Trade Name and Model	Cabinet Width, Depth, Height and Food Storage Capacity, Cu. Ft.	Finish, Outside and Inside	Retail Price
Alaska Refrigerator Co. Muskegon, Mich.	Alaska 1615	55 1/8" x 24 5/8" x 70 1/2"	Porcelain	
	Alaska 1215	44 1/2" x 24 5/8" x 70 3/8"	Porcelain	
	Alaska 915	36 1/2" x 24 5/8" x 67 1/2"	Porcelain	
	Alaska 715	36" x 24 5/8" x 61 1/2"	Porcelain	
	Alaska 615	34" x 22 1/2" x 58 3/8"	Porcelain	
	Alaska 1214	44 1/2" x 24 5/8" x 52 1/4"	Porcelain	
	Alaska 914	36 1/2" x 24 5/8" x 50 1/8"	Porcelain	
	Alaska 714	36" x 24 5/8" x 44 1/8"	Porcelain	
	Alaska 614	34" x 22 1/2" x 41 7/8"	Porcelain	
	Alaska 515-AP	25 3/4" x 22 3/4" x 59 3/4"	Porcelain	
	Alaska 515-P	25 1/2" x 22 3/4" x 59 3/4"	Steel-white lacquer	
	Alaska 515	25 1/2" x 22 3/4" x 59 3/4"	Porcelain	
	Alaska 513-AP	25 3/4" x 22 3/4" x 36"	White enamel	
	Alaska 513-P	25 1/2" x 22 3/4" x 36"	Steel-white lacquer	
	Alaska 513	25 1/2" x 22 3/4" x 36"	Porcelain	
	Alaska 46-P	22 5/8" x 18 1/2" x 47 3/8"	Steel-white enamel	
	Alaska 47-P	25 1/2" x 20 1/2" x 49"	Porcelain	
	Alaska 511-P	24 3/8" x 18" x 36"	Steel-white enamel	
	Alaska 512-P	26 1/4" x 20 1/2" x 36"	Porcelain	
	Alaska 46	22 5/8" x 18 1/2" x 47 3/8"	Steel-white enamel	
	Alaska 47	25 1/2" x 20 1/2" x 49"	White enamel	
	Alaska 511	24 3/8" x 18" x 36"	Steel-white enamel	
	Alaska 512	26 1/4" x 20 1/2" x 36"	White enamel	
Bohn Refrigerator Co. 1350 University Ave St. Paul, Minn.	Bohn Syphon 60	36 3/4" x 21 1/2" x 64 1/4"	All—porcelain on steel	\$166.00
	Bohn Syphon 70	40" x 23 1/2" x 67 1/2"	Steel—porcelain	185.00
	Bohn Syphon 90	43" x 23 1/2" x 74 1/4"	Steel—porcelain	240.00
	Bohn Syphon 120	48 1/2" x 25 1/2" x 74 3/4"	Steel—Porcelain	285.00
	Bohn Sanitor 225	33" x 19 3/4" x 67 1/2"	All—porcelain on steel	154.00
	Bohn Sanitor 227	38" x 21 1/4" x 70 3/8"	All—porcelain on steel	169.00
Crysteel Works of Benjamin Electric Mfg. Co. 120 S. Sangamon St. Chicago, Ill.	Crysteel 6	26" x 22 1/2" x 65"	Steel—porcelain	120.00
	Crysteel 9	37" x 22 1/2" x 65"	Porcelain	
	Crysteel 12	40 1/2" x 22 1/2" x 71 1/2"	Steel—porcelain	200.00
	Crysteel 15	42 1/2" x 25 1/2" x 71 1/2"	Porcelain	
	Crysteel 20	53" x 25 1/2" x 71 1/2"	Steel—porcelain	250.00
			Porcelain	315.00
Haskelite Mfg. Corp. 120 South La Salle St Chicago, Ill.	Plymetl H-5 A	26" x 22" x 60 1/2"	Plymetl—white lacquer	
	Plymetl H-5 B	26" x 24" x 60 1/2"	Vitrolite	
	Plymetl H-7	34" x 25" x 61 7/8"	Plymetl—white lacquer	
	Plymetl H-9	36 3/4" x 25" x 63 3/4"	Vitrolite	
			Plymetl—white lacquer	
			Vitrolite	
Illinois Refrigerator Co. Morrison, Ill.	Automatic 1101	26 3/4" x 20 1/4" x 64"	Steel—white	42.84
	Automatic 1201	26 3/4" x 20 1/4" x 64"	White enamel	
	Automatic 1494	38" x 20 3/4" x 66 1/4"	Steel—white	57.12
	Automatic 1496	40 3/4" x 23" x 67"	Porcelain	
	Automatic 1492	35 3/4" x 20 1/8" x 61 1/4"	Porcelain	121.80
	Automatic 1282	35 3/4" x 20 1/8" x 61 1/4"	Porcelain	151.20
			Porcelain	105.00
Jewett Refrigerator Co. Buffalo, N. Y.	LP-710	35" x 23" x 62"	Steel—white	75.60
	LP-912	35" x 23" x 68"	White lacquer	
	LP-1216	51 1/2" x 23" x 62"	Vitreous porcelain	150.00
	LP-1519	51 1/2" x 23" x 68"	White lacquer	190.00
	PE-710	35" x 23" x 62"	Vitreous porcelain	260.00
	PE-912	35" x 23" x 68"	White lacquer	320.00
	PE-1216	51 1/2" x 23" x 62"	Vitreous porcelain	175.00
	PE-1519	51 1/2" x 23" x 68"	Vitreous porcelain	215.00
			Vitreous porcelain	300.00
Leonard Refrigerator Co. Grand Rapids, Mich.	Leonard Cleanable 0763	34" x 21" x 61 3/4"	Vitreous porcelain	360.00
	Leonard Cleanable 0764	35 3/8" x 21" x 66"	Porcelain	
			Porcelain	

Manufacturer	Trade Name and Model	Cabinet Width, Depth, Height and Food Storage Capacity, Cu. Ft.	Finish, Outside and Inside	Retail Price
<b>Leonard Refrigerator Co.—Continued</b>				
	Leonard Cleanable 1563	37" x21 1/8" x57 1/4"	Steel duco	
	Leonard Cleanable 1564	37 1/4" x22" x66"	Porcelain	
	Leonard Steel-Klad 2253	25 1/8" x19 3/8" x48"	Steel duco	
	Leonard Steel-Klad 2254	29 1/8" x19 3/8" x48"	White enamel	
	Leonard Steel-Klad 2452	32 1/2" x18 3/8" x41 3/4"	Steel duco	
	Leonard Steel-Klad 2453	33 1/2" x20 3/8" x47"	White enamel	
	Leonard Steel-Klad 2454	33 1/2" x20 3/8" x51"	Steel duco	
			White enamel	
<b>Maine Manufacturing Co. Nashua, N. H.</b>				
	White Mountain Stone White DeLuxe—970	36" x21 1/2" x51 1/2"	Oak or colors	
	White Mountain Stone White DeLuxe—975	38 1/2" x22 1/2" x54 1/2"	White stone	
	White Mountain Stone White DeLuxe—980	43 1/2" x25 1/2" x62"	Oak or colors	
	White Mountain Stone White DeLuxe—985	47 1/4" x26 3/8" x68"	White stone	
	White Mountain Super-Porcelain—1063	35 1/2" x21 1/2" x47 1/2"	Oak or colors	
	White Mountain Super-Porcelain—1064	36 1/2" x22 1/2" x50 1/2"	White stone	
	White Mountain Super-Porcelain—1065	38 1/2" x24 3/8" x52 1/2"	Porcelain, metal trim	
	White Mountain Super-Porcelain—1049	24 3/4" x20 1/2" x53 1/4"	Porcelain	
	White Mountain Porcelain—772	31" x17 3/8" x43"	Porcelain, metal trim	
	White Mountain Porcelain—773	32 1/2" x19 3/8" x46"	Porcelain	
	White Mountain Porcelain—774	33 1/2" x21 3/8" x50"	Porcelain	
	White Mountain Porcelain—7773	32" x17 1/2" x50"	Golden oak	
	White Mountain Porcelain—775	37 1/2" x21 1/2" x53"	Porcelain	
	White Mountain Porcelain—749	24 1/2" x20" x53"	Golden oak	
			Porcelain	
<b>Rex Mfg. Co. Connersville, Ind.</b>				
	Rex E-48	23 3/4" x19 1/8" x57 1/4"	Steel—white lacquer	
	L-P-55	32" x20 3/4" x58 3/4"	White enamel	
	Airtite P-55	32" x20 3/4" x58 3/4"	Sheet metal, lacquer	
	Airtite L-P-7	35 3/8" x22 7/8" x63 1/4"	Porcelain	
	Airtite P-7	35 3/8" x22 7/8" x63 1/4"	Sheet metal, lacquer	
	Airtite L-P-9	35 3/8" x22 7/8" x70 3/8"	Porcelain	
	Airtite P-9	35 3/8" x22 7/8" x70 3/8"	Sheet metal, lacquer	
	Airtite L-P-12	45 1/4" x23 1/4" x71"	Porcelain	
	Airtite P-12	45 1/4" x23 1/4" x71"	Sheet metal, lacquer	
	Airtite L-P-15	53 3/8" x23 1/4" x71"	Porcelain	
	Airtite P-15	53 3/8" x23 1/4" x71"	Sheet metal, lacquer	
	Airtite E-4-S	23 3/4" x19 3/8" x35 3/8"	Porcelain	
	Airtite E-P-4-S	23 3/4" x19 3/8" x35 3/8"	Sheet metal, enamel	
	Airtite E-4	23 3/4" x19 3/8" x49"	Enamel	
	Airtite E-P-4	23 3/4" x19 3/8" x49"	Sheet metal, enamel	
	Airtite L-E-45-S	26 1/4" x20 3/8" x36 7/8"	Porcelain	
	Airtite L-P-45-S	26 1/4" x20 3/8" x36 7/8"	Sheet metal, enamel	
	Airtite L-E-45	26 1/4" x20 3/8" x57 1/4"	Enamel	
	Airtite L-P-45	26 1/4" x20 3/8" x57 1/4"	Sheet metal, enamel	
	Airtite L-E-50	26 1/4" x22 1/4" x57 1/4"	Enamel	
	Airtite L-P-50	26 1/4" x22 1/4" x57 1/4"	Sheet metal, enamel	
	Airtite		Enamel	
	Airtite		Sheet metal, enamel	
	Airtite		Porcelain	
<b>Rhineland Refrigerator Co. Rhineland, Wis.</b>				
	Airtite G-16	46" x23" x67 1/2"	Porcelain	Not given
	Airtite 7716	34" x21 1/2" x65 3/4"	Porcelain	Not given
	Airtite G-12	33" x24 1/4" x58"	Steel—white lacquer	Not given
	Airtite G-10	28" x21 1/4" x60"	White enamel	
	Airtite G-7	28 1/2" x22 1/4" x60"	Steel—white lacquer	Not given
	Airtite 525	24" x20" x72"	Steel—white lacquer	Not given
	Airtite 3-82	27 1/4" x22 3/8" x59 1/4"	Porcelain or enamel	Not given
	Airtite 77317-B	35" x21 1/2" x72"	Wood—white lacquer	Not given
	Airtite 77319-B	45" x24" x73 1/4"	Porcelain or enamel	Not given
	Airtite X-1	28 1/4" x20" x59"	Wood—white lacquer	Not given
	Airtite G-1	26 1/4" x20" x56 1/2"	Porcelain	Not given
			Steel—white lacquer	Not given
			White enamel	
			Steel—white lacquer	Not given
			White enamel	
<b>Savory, Incorporated Buffalo, N. Y.</b>				
	Savory 332	32" x17 1/2" x43"	Porcelain	
	Savory 336	35" x20 1/2" x47"	Porcelain	



# Refrigerator Cabinets, Continued

# Appliance

Manufacturer	Trade Name and Model	Cabinet Width, Depth, Height and Food Storage Capacity, Cu. Ft.	Finish, Outside and Inside	Retail Price
Savory, Incorporated—Continued	Savory 338	37½" x 22½" x 50"	Porcelain	
	Savory 340	39" x 23" x 53½"	Porcelain	
	Savory 441	40½" x 24½" x 58"	Porcelain	
	Savory 1236	36" x 23" x 66"	Porcelain	
	Savory 1436	36" x 23" x 71½"	Porcelain	
	Savory 1347	47" x 23" x 71½"	Porcelain	
	Savory 1347	47" x 23" x 71½"	Porcelain	
Seeger Refrigerator Co. St. Paul, Minn.	Seeger 710	36½" x 22½" x 62½" 7.28	Porcelain	\$162.50
	Seeger 912	35½" x 21½" x 71½" 8.61	Porcelain	215.00
	Seeger 1115	40½" x 23½" x 72" 10.7	Porcelain	267.00
	Seeger 1419	46½" x 25" x 69½" 13.65	Porcelain	298.00
	Seeger 1621	55½" x 23½" x 69½" 16.31	Porcelain	363.00
Success Mfg. Co. Gloucester, Mass.	Success—528-E	34½" x 22½" x 63"	White enamel	
	Success—529-E	34½" x 22½" x 72"	White enamel	
	Success—530-E	39" x 24½" x 59"	Enamel, enamel	
	Success—590-E	46½" x 27½" x 73"	Enamel, enamel	
	Success—538-E	59" x 30" x 72"	Enamel, enamel	

## Sewing Machines

Manufacturer	Trade Name and Model Type	Motor and Speed Control	Light	Dimensions, Closed, In.	Cabinet Finish	Shipping Weight, Lbs.	Retail Price
Domestic Sewing Machine Co. Cleveland, Ohio	Domestic—Console, Rotary	Knee control	Attached front		Walnut	113	\$165.00
	Domestic—Desk, Rotary	Knee control	Attached front		Walnut	91	149.00
	Domestic—Portable, Rotary	Attached, foot	Attached front		Walnut	70	100.00
	Domestic—Portable, Long Bobbin	Attached, foot	Attached front		Walnut	70	75.00
Free Sewing Machine Co. Rockford, Illinois	Free—Westinghouse—301-C.E.	Built-in, Bradley, knee	Built-in, rear	30x36x18	Walnut	134	
	Free—Westinghouse—311-C.E.	Built-in, Bradley, knee	Built-in, rear	30½x29½x17½	Walnut	118	
	Free—Westinghouse—251-C.E.	Built-in, Bradley, knee	Built-in, rear	30x36x18	Walnut	123	
	Free—Westinghouse—241-C.E.	Built-in, Bradley, knee	Built-in, rear	30x17½x24½	Walnut or mahogany	98	
	Free—Westinghouse—231-C.E.	Built-in, Bradley, knee	Built-in, rear	30x25x18	Walnut or oak	Wal. 105 Oak 107	
	Free—Westinghouse—05-C.E.	Built-in, Bradley, foot	Built-in, rear	13x20x9	Walnut	59	
	Free—Westinghouse—05-C.E.	Built-in, Bradley, foot	Built-in, rear	13x20x9	Walnut	59	
	Free—Westinghouse—05-C.E.	Built-in, Bradley, foot	Built-in, rear	13x20x9	Walnut	59	
Graybar Electric Co. Lexington Ave. & 43rd St. New York, N. Y.	Graybar—2A, Portable Rotary Head	Built-in, foot	Attached front		Walnut	65	75.00. West of Rockies 77.50
	Graybar—7A, Cabinet Rotary Head	Built-in, knee	Attached front	30x24x18½	Walnut	119	105.00. West of Rockies 107.50
	Graybar—5A, Console Rotary Head	Built-in, knee	Attached front	30x35x18½	Walnut	145	140.00. West of Rockies 145.00
	Graybar—6, Console, Two Spool Head	Attached, knee	Attached front	30x35x18½	Walnut	145	150.00. West of Rockies 155.00
	Graybar—1, Portable, Shuttle	Attached, foot	None		Walnut	60	57.50. West of Rockies 60.00
	Graybar—11, Portable, Shuttle	Attached, foot	None		Metal	45	45.00. West of Rockies 47.50
	Graybar—3, Portable, Chain Stitch	Attached swinging, foot	None		Walnut	45	80.00. West of Rockies 82.50
	Graybar—4, Portable, Two Spool	Attached, foot	None		Walnut	70	80.00. West of Rockies 82.50
Illinois Sewing Machine Co. Rockford, Ill.	Royal—131-L.E., Console, Short Shuttle Throw	Built-in, Bradley, knee	With or without	30x22½x17½	Walnut	92	
	Royal—03-L.E., Portable, Short Shuttle Throw	Built-in, Bradley, knee	With or without	13½x20x9	Walnut	55	
National Sewing Machine Co. Belvidere, Ill.	Eldredge	Built-in, Knee or foot	Optional	36½x18x29	Walnut	120	
	Rotary Console	Attached knee or foot	Optional	21x17½x29	Walnut or oak	89	
	Long Shuttle, Table Type	Built-in or attached foot	Optional	20x9½x13	Walnut	65	
	Rotary or Long Shuttle, Portable	Built-in or attached foot	Optional	20x9½x13	Walnut	65	
New Home Sewing Machine Co. Rockford, Ill.	New Home—AB4122	Attached, knee	Attached, rear	31x26x17½	Walnut	115	
	Console, Long Shuttle	Attached, knee	Attached, rear	30½x33x18	Walnut	133	
	New Home—AB5360	Attached, knee	Attached, rear	30½x25½x17½	Walnut	128	
	Console, Long Shuttle	Attached, foot	attached, rear	31½x33x18	Walnut	122	
	New Home—AB5370	Attached, foot	attached, rear	13½x18x9	G-O Walnut	55	
	Console, Long Shuttle	Attached, foot	attached, rear	13½x18x9	G. O. Walnut	55	
	New Home—AB100M	Attached, foot	attached, rear	13½x18x9	G. O. Walnut	55	
	Portable, Long Shuttle	Attached, foot	attached, rear	13½x18x9	G. O. Walnut	55	
	Grayhound—D300M	Attached, foot	Attached, rear	13½x18x9	G. O. Walnut	55	
	Grayhound—R800M	Attached, foot	Attached, rear	13½x18x9	G. O. Walnut	55	
	Grayhound—R4340	Attached, knee	Attached, rear	31x24x17½	Walnut	110	
	Console, Long Shuttle	Attached, knee	Attached, rear	31½x33x18	Walnut	122	
Standard Sewing Machine Co. Cedar Ave. & 65th St. Cleveland, Ohio	Standard—GL-11, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Walnut		
	Standard—GL-14, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Mahogany or walnut		
	Standard—GL-15, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Walnut, medium shade		
	Standard—GL-12, Table, Rotary	Built-in, knee	Built-in	30½ x 36x19	Walnut, Duo-tone		
	Standard—GR-72, Portable Rotary	Built-in, foot	Built-in	20x16	Walnut		
	Standard—L-9S, V., Cabinet, Vibrating Shuttle	Built-in, foot or knee	Built-in	20x16	Walnut or mahogany		
	Standard—A-72S, V., Portable, Vibrating Shuttle	Built-in, foot	Built-in		Leatherette		
	Standard—Sewhandy Light	Built-in, foot	Built-in		Leatherette		
	Standard—Sewhandy Light	Built-in, foot	Built-in		Leatherette		
	Standard—Sewhandy Light	Built-in, foot	Built-in		Leatherette		
Willcox & Gibbs 658 Broadway New York, N. Y.	Willcox & Gibbs—Console, No Bobbin	Attached direct drive, foot	Attached rear		Mahogany		164.00
	Willcox & Gibbs, Portable, No Bobbin	Attached direct drive, foot	Attached rear		Black		128.00

Manufacturer	Trade Name, Model Number	Motor	Adjustments	Attachments	Special Features	Net Weight, Ounces	Retail Price
<b>Electric Vacuum Cleaner Co.</b> , 1734 Ivanhoe Rd. Cleveland, Ohio	Premier Duplex	Vac. cleaner attach.	Adjust. nozzle		Sprays varying consistencies		\$3.50
<b>P. A. Geler Company</b> , Cleveland, Ohio	Royal Spay Gun-D	Vac. cleaner attach.	Air valve	Flat, round nozzles Extra glass jar		22½	4.95
<b>Hudson Manufacturing Co.</b> , Minneapolis, Minn.	Hudson Moto-Air-700	¼ h.p., 110 v., 60 c.	Adjust. nozzle	Spray head, cleaning brushes, 42" hose, shoulder strap	Stumble switch	(10 lbs.)	47.50
<b>Ideal Commutator Dresser Co.</b> , Sycamore, Ill.	Ideal	Vac. cleaner attach.	Adjust. nozzle		Sprays liquids of varying consistencies	16	2.75
<b>Illinois Stamping &amp; Mfg. Co.</b> , 200 N. Jefferson St. Chicago, Ill.	Illinois	Vac. cleaner attach.	Adjust. nozzle		Sprays liquids of varying consistencies		
<b>Kline Vacuum Cleaner Co.</b> , 621 Johnson Ave. Cleveland, Ohio	Klinesprayer	Vac. cleaner attach.	Adjust. nozzle			24	4.50
<b>Metal Specialties Mfg. Co.</b> , 338-352 N. Kedzie Ave. Chicago, Ill.	Presto-82	G. E.	Adjust. nozzle	Two pint, one quart jar, 20 ft. cord fan nozzle, round nozzle	Pistol grip, Aluminum jars	(5½ lbs.)	37.50
<b>Paasche Airbrush Company</b> , 1909 Diversey Pkwy. Chicago, Ill.	Paasche Electric Household Lacquering Unit	¼ h.p. Westinghouse	Adjust. nozzle	12' air hose, couplings, 108 ft. masking tape	60 lbs. pressure, sprays varying consistencies	(49 lbs.)	62.00

## Teapots

Trade Name, Model & Type	Capacity	Design and Finish	Retail Price
<b>Edison Electric Appliance Company</b> , 5600 West Taylor Street, Chicago, Ill. (Elements: Chromel A, Nichrome)			
Hotpoint 20801, Hot Water Kettle	2½ pints	Nickel	\$13.50
114-K-5 Tea Pot	7-cup	Nickel	16.00
<b>Landers, Frary &amp; Clark</b> , New Britain, Conn. (Universal)			
E9046 N Tea-Ball Tea Pot	6-cup	Colonial Nickel	12.50
E8846 Tea-Ball Tea Pot	6-cup	Colonial, Butler Silver	18.00
E906 N Tea-Ball Tea Pot	6-cup	Mission Nickel	10.50
E906 C Tea-Ball Tea Pot	6-cup	Mission Copper	11.50
E9346 N, Samovar	6-cup	Colonial, Nickel	15.00
E8746, Samovar	6-cup	Colonial, Butler Silver	20.00
E936 N, Samovar	6-cup	Mission Nickel	12.50
E936 C, Samovar	6-cup	Mission Copper	14.00
E93604 N, Samovar Set	6-cup	Mission Nickel	26.75
E93604 N, Samovar Set	6-cup	Mission Nickel	26.75
E93604 C, Samovar Set	6-cup	Mission Copper	29.75
E93609 N, Samovar Set	6-cup	Mission Nickel	27.50
<b>Landers, Frary &amp; Clark—Continued</b>			
E 93609 C, Samovar Set	6-cup	Mission Copper	\$30.50
(With different tray, creamer and sugar)			
E 934604 N, Samovar Set	6-cup	Colonial, Nickel	26.50
E974 N, Hot Water Kettle	3 pints	Nickel	15.00
E 824, Hot Water Kettle	3 pints	Bright Silver	19.00
E971 N, Hot Water Kettle	2½ pints	Nickel	13.50
E975 N, Hot Water Kettle	2½ pints	Nickel	12.50
E975 C, Hot Water Kettle	2½ pints	Copper	13.50
E976 N, Hot Water Kettle	2½ pints	Nickel	8.95
E 9724 N, Tilting Hot Water Kettle	2½ pints	Nickel	16.50
E 978 N, Combination Hot Water Kettle and Disc Stove	2 pints	Nickel	10.50
<b>Manning-Bowman &amp; Company</b> , Meriden, Conn. (Elements: Chromel C, Nichrome)			
Manning-Bowman 211/7 Tea Ball Tea Pot	7-cup	Nickel	15.00

## Toasters

Trade Name, Model	Type	Rating	Retail Price
<b>All-Rite Co.</b> , Rushville, Ind. (Hostess)			
Sandwich Toaster	2-slice, simultaneous		\$10.00
<b>Beardsley-Wolcott Mfg. Co.</b> , Waterbury, Conn. (Torrid)			
T-0110	Reversible, side swing		3.95
T-0510 Pushomatic	Semi-auto. reversible side swing		5.50
T-0810 Breakfast			3.50
<b>Bersted Manufacturing Company</b> , 5201 West 65th Street, Chicago, Ill. (Bersted)			
80	2-slice standard		4.25
71	2-slice standard		3.00
<b>Case Electric Corp.</b> , Marion Electric Div., Marion, Ind. (Euryday)			
120	Turnover with switch plug	600 watts	3.75
<b>Central Flatiron Manufacturing Company</b> , Johnson City, N. Y. (Betsy Ross)			
130	2-slice, reversible	Feed—three-switch plug	5.00
131	2-slice reversible, detach. plug		5.00
(Elements: Nichrome, Nichrome IV)			
<b>Chicago Electric Manufacturing Company</b> , 2801 South Halsted St., Chicago, Ill. (Handy)			
AE-2	2-slice standard		1.75
AE-3	2-slice standard		2.65
AE-5, Handy Hot Tudor	2-slice standard		2.15
(Elements: Chromel A, C, Nichrome, Nichrome IV)			
<b>Chicago Flexible Shaft Company</b> , Roosevelt Road and Central Ave., Chicago, Ill. (Sunbeam)			
B-340	Horizontal, 2-slice turn-over—6½x11x4 in.		8.00
A-170	Horizontal 2-slice turn-over toaster with grill		10.50
(Elements: Nichrome, Nichrome IV, Tophet)			
<b>Cooler Manufacturing Company</b> , Sandusky, Ohio (O'Kay)			
1767	2-slice oven type		1.50
176720	2-slice open-door type		1.75
828	2-slice, open door		2.50
<b>Dominion Electric Mfg. Co.</b> , 712-722 Ontario Ave., W., Minneapolis, Minn. (Domino)			
49	2-slice standard		\$2.50
		With detachable cord	3.00
50-Lady Toaster	2-slice standard		3.50
50-H-Lady Toaster	2-slice standard	Colored handles	3.75
<b>Double Action Electric Company</b> , Grand Rapids, Mich. (Double Action)			
100 (100-125 volts)	2-slice, double-action toasts two sides at once	West of Rockies	9.50
			10.00
200 (200-220 volts)	2-slice double-action toasts two sides at once	West of Rockies	9.50
			10.00
375 (100-125 V.)	2-slice, two sides at once	West of Rockies	5.85
(Elements: Chromel A)			
<b>Dowd-Rogers Company, Inc.</b> , 95 Madison Ave., New York, N. Y. (Dowd-Rogers)			
	2-slice reversible	400	12.00
(Elements: Chromel A, C, Solar, Tophet)			
<b>Eagle Electric Mfg. Co.</b> , Brooklyn, N. Y. (Eagle)			
345	Horizontal, reversible		5.00
<b>Edison Electric Appliance Company</b> , 5600 West Taylor Street, Chicago, Ill. (Hotpoint)			
De Luxe 115-T-17	2-slice turnover		8.00
De Luxe 125-T-17	2-slice turnover		8.50
Trianon 116-T-24	2-slice turnover		5.00
Princess 117-T-23	2-slice turnover		5.50
Toggle 127T23	2-slice turnover		6.50
(Elements: Nichrome, Chromel A)			
<b>Thomas A. Edison, Inc.</b> , Orange, N. J. (Edicraft)			
	2-slice automatic	660	15.00
<b>Estate Stove Co.</b> , Hamilton, Ohio			
177	4-slice, reversible	Feed-through switch	8.95
<b>Eureka Tool &amp; Machine Co.</b> , 42 Walnut St., Newark, N. J. (Eureka)			
32 and 110 volts			2.95

## Toasters, Continued

Trade Name, Model	Type	Switch	Retail Price
<b>Fitzgerald Manufacturing Company, Torrington, Conn.</b>			
<i>Star-Rite</i>			
526.....	2-slice reversible.....		\$4.50
527.....	2-slice standard.....		3.00
(Elements: Nichrome)			
<b>Gold Seal Electric Company, 7480 Stanton Avenue, Cleveland, Ohio</b>			
<i>Gold Seal</i>			
Big Boy 26.....	2-slice reversible, large size.....		4.50
Gold Seal reversible.....	2-slice reversible.....		3.50
(Elements: Nichrome IV)			
<b>Great Northern Mfg. Co., 536 Lake Shore Drive, Chicago, Ill.</b>			
<i>Quality</i>			
E-102.....	4-slice reversible.....	660 watts.....	10.00
E-401.....	2-slice.....	550.....	4.50
E-101.....	2-slice.....	340.....	4.50
E-710.....	2-slice.....	660.....	6.75
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>			
<i>Universal</i>			
E-9412.....	2-slice turnover.....	625 watts.....	8.00
E-7812.....	2-slice turnover, Old English pattern.....	625 watts.....	12.00
E-942.....	1-slice oven type.....	550 watts.....	8.50
E-947.....	2-slice reversible, with swinging racks.....	550 watts.....	6.50
E-949-X.....	2 large slice reversible, with swinging racks.....	550 watts.....	7.50
E-948-T.....	2-slice standard.....	550 watts.....	5.50
E-944.....	2-slice standard, fancy design.....	550 watts.....	4.75
9410.....	2-slice auto., reversible.....	525.....	10.00
9712.....	2-slice, turnover.....	625.....	9.00
9947.....	2-slice, reversible, swinging racks.....	550.....	4.50
946.....	2-slice, standard.....	400.....	3.75
9312.....	2-slice, standard.....	625.....	4.95
94412.....	Same as No. 9412 but with sapphire, garnet, jade handles.....		8.50
95412.....			
96412.....			
<b>Liberty Gauge &amp; Investment Company, 6612 Euclid Avenue, Cleveland, Ohio</b>			
<i>Liberty</i>			
801.....	2-slice hand-reversible.....	600 watts.....	2.85
811.....	2-slice standard.....	600 watts.....	3.50
821.....	2-slice standard.....	600 watts, with feed-thru table switch.....	4.50
(Elements: Nichrome)			
<b>A. J. Lindemann &amp; Hoverson, Milwaukee, Wis. See Adv. P. 178</b>			
<i>L &amp; H Electric</i>			
202.....	Turnover.....	550 watts, switch on cord.....	7.00
204.....	Turnover.....	550 watts, switch on cord and plug.....	5.00
(Elements: Chromel C)			
<b>Manning-Bowman &amp; Company, Meriden, Conn.</b>			
<i>Manning-Bowman</i>			
1229.....	2-slice turnover, ornamental chased design.....	600 watts.....	6.75
1228.....	2-slice turnover.....	600 watts.....	5.00
1227.....	1-slice oven type, double unit.....	600 watts.....	8.50
1225.....	2-slice reversible.....	600 watts.....	6.50
1226.....	2-slice reversible, with toast rack.....	600 watts.....	7.00
1232.....	2-slice, automatic.....	9.75.....	
K-1228.....	2-slice, turnover.....	Aranium plated.....	7.50
K-1232.....	2-slice, automatic.....	Aranium plated.....	12.00
<i>Home Electric</i>			
60.....	2-slice standard.....	600 watts.....	3.75
(Elements: Chromel C, Nichrome)			
<b>Metal Ware Corporation, Two Rivers, Wis. See Adv. P. 180</b>			
<i>Empire</i>			
S-59 Toaster.....	2-slice standard.....	500 watts.....	4.00
<i>Empco</i>			

## Appliance

Trade Name, Model	Type	Switch	Retail Price
<b>Metal Ware Corp.—Continued</b>			
S-52 Toaster Stove.....	Horizontal type, 11½x5½x2½ in.....	550 watts.....	\$2.50
S-74, Sandwich.....	2 sandwiches.....	600.....	12.00
(Elements: Nichrome, Nichrome IV)			
<b>National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.</b>			
<i>White Cross</i>			
229.....	Reversible.....	550.....	5.00
230.....	.....	550 watts.....	4.00
<b>Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.</b>			
<i>Pelouze</i>			
543.....	4-piece (2-slice) standard.....	500 watts.....	5.75
(Elements: Chromel A, Nichrome)			
<b>Robeson Rochester Corporation, Rochester, N. Y.</b>			
<i>Royal-Rochester</i>			
E-6409.....	2-slice turnover.....		6.00
C-6407.....	2-slice turnover.....		8.00
E-6410, Louis XIV.....	2-slice turnover.....		12.50
(Elements: Chromel A, Nichrome IV)			
<b>Rock Island Manufacturing Company, Rock Island, Ill.</b>			
<i>Rimco</i>			
16-A.....	2-slice turnover.....	Permanently-connected cord.....	5.50
17-A.....	2-slice turnover.....	With feed-thru switch.....	6.00
54-F.....	Nickel plated 12-in. diam.....	.....	2.25
12-A.....	2-slice standard.....	Permanently-connected With feed-thru switch.....	4.75
13-A.....	2-slice standard.....	.....	5.25
(Elements: Chromel C, Nichrome II, III, Tophet C)			
<b>Rogers Electric Laboratories Co., Cleveland, Ohio</b>			
<i>Rogers</i>			
501.....	2 slice, turnover.....		3.25
<b>Russell Electric Company, 340 West Huron Street, Chicago, Ill.</b>			
<i>Hold-Hot</i>			
76.....	2-slice standard.....		3.30
<b>Rutenber Electric Co., Marion, Ind. See 3rd Cover</b>			
<i>Marion</i>			
67.....	Turnover.....		4.50
66.....	Turnover.....		3.75
65.....	Turnover.....	Switch on cord.....	7.50
<b>Simplex Division, Edison Electric Appliance Co., Chicago, Ill.</b>			
<i>Simplex</i>			
Toast-Turner 816T26.....	.....	625.....	5.00
<b>Superior Electric Products Company, 1300 South Thirteenth Street, St. Louis, Mo.</b>			
<i>Superior</i>			
77.....	1-slice oven type with bread ejector.....		3.75
55.....	1-slice, oven (clear vision).....		4.25
66.....	2-slice, oven (clear vision).....		6.50
<b>A. H. Waage, 112 Chambers St., N. Y. C.</b>			
<i>Waage</i>			
Rapid.....	2-slice standard.....		4.00
(Elements: Nichrome IV)			
<b>Waters-Genter Company, 213 North Second Street, Minneapolis, Minn.</b>			
<i>Toastmaster</i>			
See Adv. P. 167.....	1-slice automatic oven-type.....	Automatic out-off switch.....	12.50
<b>Westinghouse Elec. &amp; Mfg. Company, Merchandising Dept., Mansfield, Ohio</b>			
<i>Circle W</i>			
TT3, 110-120 volt.....	2-slice turnover.....		5.00
TT6, 200-250 volt.....	.....		5.00
<i>Westinghouse</i>			
TD-13 (100-120 volt).....	2-slice turnover, automatic.....		11.50
TD-16 (200-240 volt).....	2-slice turnover, automatic.....		11.50
TT-13 (100-120 volt).....	2-slice turnover, automatic.....		9.75
TT-16 (200-240 volt).....	2-slice turnover, automatic.....		9.75
TD-3 (100-120 volt).....	2-slice turnover.....		7.75
TD-6 (200-240 volt).....	2-slice turnover.....		7.75
(Elements: Chromel A, C, Nichrome, Nichrome IV)			

## Toys

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
<b>American Flyer Mfg. Co.</b>						
2219-2239 S. Halsted St., Chicago, Ill.	American Flyer Train Set The Little American	Low Voltage, Transformer	Narrow, 1½"	Locomotive, pullman, observation cars, 27" circle of track.	Dark red.	\$35.50
<b>See Adv. P. 28</b>						
	American Flyer Train Set The Explorer	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1½"	Locomotive, pullman, observation, baggage cars, 37x27" oval track.	Green, black, red.	8.00
	American Flyer Train Set The Oriental	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1½"	Locomotive, baggage, pullman, observation cars (double truck), 27x47" oval track.	Manual and automatic engine reverse. Orange, black, brass.	10.75
	American Flyer Train Set The Bluebird	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1½"	Locomotive, baggage, pullman, observation cars (double truck) 27x57" oval track station, tunnel, semaphore.	Automatic track reverse blue brass.	14.75
	American Flyer Train Set The Potomac	Low Voltage, Transformer	Narrow, 1½"	Locomotive, baggage, pullman, observation cars (double truck), 27x57" oval track.	Remote control or automatic track reverse, lighted cars, tan, green, brass, red.	(Remote Rev.) 19.50 (Track Rev.) 15.50
	American Flyer Train Set The Jeffersonian	Low Voltage, Transformer	Narrow, 1½"	Locomotive, baggage, pullman, observation cars, (double truck) 32x57" oval track.	Remote control or automatic track reverse, lighted cars, green, red, brass.	(Remote rev.) 21.75 (Track rev.) 17.75
	American Flyer Train Set The Ambassador	Low Voltage, Transformer	Narrow, 1½"	Locomotive, club, pullman, observation cars, (double truck) 45x74" oval track.	Remote control or automatic track reverse, lighted cars, red, brass.	(Remote rev.) 24.75 (Track rev.) 20.75



Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
<b>American Flyer Mfg. Co.—Continued</b>	American Flyer Train Set The Merchant	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, machiner, sand, auto, caboose cars, (double truck) mail pickup 33x67" oval track.	Remote control or automatic track reverse, various colors.	(Remote rev.) (Track rev.) \$23.00 19.00
	American Flyer Train Set The Trail Blazer	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, sand, caboose cars, (double truck) 45x59" oval track.	Remote control or manual reverse, various colors	(Remote rev.) 23.00 (Manual rev.) 18.00
	American Flyer Train Set The Eagle	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, passenger, observation illuminated cars (double truck) 45x59" oval track.	Remote control or manual reverse, green, brass.	(Remote rev.) 25.00 (Manual rev.) 20.00
	American Flyer Train Set The Statesmen	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, two pullman, observation cars (double truck, illuminated) 45x73" oval track	Automatic couplers, remote control or manual reverse, orange, blue, gray, brass.	(Remote rev.) 31.50 (Manual rev.) 27.00
	American Flyer Train Set The Hamiltonian	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, club, pullman, observation cars, (double truck, illuminated) 45x87" oval track, mail pickup.	Automatic couplers, automatic bell, remote control reverse, red, brass reversible headlights.	(Remote rev.) 39.75
	American Flyer Train Set The Mountaineer	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, machinery, sand, auto, tank, caboose cars, (double truck).	Automatic couplers, automatic bell, remote control reverse, reversible headlights, various colors	45.00
	American Flyer Train Set The Pocahontas	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, club, pullman, dining, observation cars (double truck-illuminated) mail pickup, 59x87" oval track.	Automatic couplers, automatic bell, remote control reverse, reversible headlights, green, tan, brass.	49.75
	American Flyer Train Set The President's Special	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, club, dining, pullman, observation cars (2 six wheel trucks, illuminated) mail pickup, 59x115" oval track.	Automatic couplers, automatic bell, remote control reverse, reversible headlights, lighting switches, two-tone blue, brass.	75.00
	American Flyer Train Set The Flying Colonel	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, three cars (similar to "President" model) 59x87" oval track.	Automatic (similar to "President Model") Military blue French gray brass.	58.50
	American Flyer Train Set The Mayflower	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	("President Special" with cadmium plated cars) custom built.	(Similar to "President"—cadmium plated cars) custom built.	100.00
*Western prices slightly higher.						
<b>Dorfan Co. Newark, N. J.</b>	Dorfan Train Set, Heavy Duty, 215	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 pullman cars, eight curved track sections.	"Loco-builder" engine can be taken apart red, yellow.	6.50
	Dorfan Train Set, Western Special, 235	Low Voltage, Transformer A.C. or D.C. Motor	Narrow 1½"	Locomotive, pullman, observation cars, (double trucks) illuminated 8 track sections (2 straight)	"Loco-builder" engine can be taken apart green, red, yellow.	10.75
	Dorfan Train Set Hurricane, 225	Low Voltage, Transformer A.C. or D.C. Motor	Narrow 1½"	Locomotive, 2 pullman cars (double trucks, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, red yellow.	8.00
	Dorfan Train Set Blue Diamond, 255	Low Voltage, Transformer A.C. or D.C. Motor	Narrow 1½"	Locomotive, baggage, passenger, observation cars (double truck, illuminated) 8 curved, four straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, blue, red, yellow	12.65
	Dorfan Train Set Manhattan Limited, 275	Low Voltage, Transformer A.C. or D.C. Motor	Narrow 1½"	Locomotive, baggage, passenger, observation cars, (double truck, illuminated) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, double headlights, green, red, yellow.	16.50
	Dorfan Train Set, Bar Harbor, De Luxe, 285	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, baggage, 2 pullman, observation cars, (double truck, illuminated) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, double headlights, green, red, yellow.	19.75
	Dorfan Train Set, Hobo 'Leven, 211	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, tank, caboose cars, (caboose single truck) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, red, yellow.	8.00
	Dorfan Train Set, Trans-Continental, 221	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, tank, coal, box, caboose cars (caboose single truck) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, various colors.	12.00
	Dorfan Train Set, Big Bill, 251	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, three box, tank, coal, caboose cars, (caboose single truck) 8 curved, 8 straight track sections.	"Loco-builder" engine can be taken apart, various colors.	16.00
	Dorfan Train Set, Seaboard Special, 711	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, sand, tank, caboose cars (double truck) 8 curved, 4 straight track sections	"Loco-builder" engine can be taken apart, various colors, brass trim.	28.50
	Dorfan Train Set, Big Four, 721	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, gondola, tank, box, caboose cars (double truck) 8 curved, 6 straight track sections.	"Loco-builder" engine can be taken apart, various colors, brass trim.	32.50
	Dorfan Train Set, Merchants Dispatch, 291	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, gondola, coal, box, tank, caboose cars (double truck) 8 curved, 8 straight track sections.	12 wheel "Loco-builder" engine can be taken apart, various colors, brass.	45.00
	Dorfan Train Set, Olympian, 700	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, 2 pullman cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, automatic couplers, red, yellow brass trim.	19.50
	Dorfan Train Set, Chief, 701	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, 3 pullman cars (double truck, lighted, one with red tail lights) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, automatic couplers, red, yellow, brass trim.	24.50
	Dorfan Train Set, Sunshine Special, 705	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, 1 pullman, observation cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, reversible, automatic couplers, green, red, yellow, brass.	25.50
	Dorfan Train Set, Spirit of St. Louis, 715	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, baggage, pullman, observation cars (double truck, lighted, 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, reversible, automatic couplers, red, green, brass trim.	30.50
	Dorfan Train Set, Dorfan Limited, 925	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, baggage, 2 pullman, observation cars (double truck, lighted) 8 curved, 6 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, automatic couplers, ball-bearing motor, green, red, black, brass trim.	48.00
	Dorfan Train Set, Palmetto Limited, 915	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive baggage, pullman, observation cars (double truck, lighted) 8 curved, 4 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, automatic couplers, ball-bearing motor, green, red, brass trim.	42.50
	Dorfan Train Set, Blue Bonnet, 905	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2¼"	Locomotive, pullman, observation cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, ball-bearing motor, automatic couplers, blue, lacquer, brass trim.	36.50
<b>Ives Corporation Bridgeport, Conn.</b>	Ives Train Set, Mountain Express, 418	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, chair, parlor cars, 8 curved track sections	Green or white	*5.50
	Ives Train Set, Suburban Freight, 415	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, gravel, caboose cars, 8 curved track sections	Various colors	2.50

# Toys—Continued

# Appliance

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
<b>Ives Corporation</b> —Continued	Ives Train Set, Blue Racer, 420	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, parlor, observation cars (double truck) 8 curved, 4 straight track sections, snake track pull	Blue, baked finish.	\$7.25
	Ives Train Set, Construction Freight, 425	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, gravel, lumber, caboose car (double truck) 8 curved, 4 straight track sections	Engine whistle, various colors.	7.75
	Ives Train Set, Interstate Limited, 428	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, 2 parlor, observation cars (lighted, double truck) 8 curved, 4 straight track sections.	Engine bell, red, baked finish, brass trim.	10.75
	Ives Train Set, Overnight Freight, 431	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, gravel, box, lumber, caboose cars (caboose lighted) (double truck) 8 curved, 4 straight track sections, control switch.	Hand reverse, various colors.	10.75
	Ives Train Set, Fort Orange, 436	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, 2 parlor, observation cars (double truck, lighted) 8 curved, 4 straight track sections, control switch.	Hand reverse or automatic, orange, brass rim.	(Hand rev.) 13.75 (Auto. rev.) 17.75
	Ives Train Set, Greenway Special, 442	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, 2 parlor, observation cars (double truck, lighted) 8 curved, 4 straight track sections, snake track pull, control switch.	Hand reverse or automatic, green, brass trim.	(Hand rev.) 16.75 (Auto. rev.) 19.75
	Ives Train Set, All-State Freight, 445	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive (steam type), tender, lumber, box, coal, caboose cars (double truck, caboose lighted) control switch, 8 curved, 4 straight track sections.	Hand reverse or automatic, various colors	(Hand rev.) 17.75 (Auto. rev.) 21.75
	Ives Train Set, Sunbeam Limited, 452	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive (steam type), tender, 2 pullman, observation cars (double truck, lighted) control switch, 8 curved, 4 straight track sections.	Hand reverse or automatic, orange.	(Hand rev.) 16.75 (Auto. rev.) 20.75
	Ives Train Set, Oriole Special, 456	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, 2 pullman, observation cars (double truck, lighted) control switch, snake track pull, 8 curved track sections, 8 straight.	Hand reverse or automatic, yellow, black.	(Hand rev.) 19.75 (Auto. rev.) 23.75
	Ives Train Set, Black Diamond, Jr., 462	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive (steam type), tender, 2 pullman, observation cars (double truck, lighted) control switch, 8 curved, 8 straight track sections.	Hand reverse or automatic, black, scarlet, or gray mottled.	(Hand rev.) 20.75 (Auto. rev.) 24.75
	Ives Train Set, Joytown, 610	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, chair, parlor cars, passenger station, semaphore, tunnel, bridge, control switch, 8 curved, 3 straight track sections.	Headlight	10.00
	Ives Train Set, Wonderville, 614	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1 1/2"	Locomotive, parlor, observation cars, passenger station, signal, crossing gate, danger sign, tunnel, 6 telegraph poles, flagpole, street light, control switch, 8 curved, 4 straight track sections	Green cars	15.00
	Ives Train Set, Red Arrow, 1010	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, parlor, observation cars (double truck, lighted) control switch, 8 curved, 4 straight track sections, snake track pull couplers.	Hand or automatic reverse, red.	(Hand rev.) 18.00 (Auto. rev.) 23.00
	Ives Train Set, Short Hauler, 1001	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, flat, caboose cars (double truck) control switch, 8 curved, 4 straight track sections.	Hand or automatic reverse, various colors.	(Hand rev.) 18.00 (Auto. rev. 23.00.)
	Ives Train Set, Night Hawk 1016	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, club parlor, observation cars (double truck, lighted) snake track pull couplers, control switch, 8 curved, 4 straight track sections.	Hand or automatic reverse orange.	26.75 (Auto. rev.) 31.75
	Ives Train Set, Capitol Limited 1034	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive (steam type), tender, parlor, observation cars (double truck, lighted) snake track pull couplers, control switch, 8 curved, 4 straight track sections.	Hand or automatic reverse, 10 wheel engine, red, black, brass trim.	(Hand rev.) 29.75 (Auto. rev.) 34.75
	Ives Train Set, Ives Night Freight, 1035	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive (steam type) tender, refrigerator, coke, caboose, cars (double truck) 8 curved, 4 straight track sections.	Hand or automatic reverse, 10 wheel engine, various colors.	(Hand rev.) 33.75 (Auto. rev.) 37.75
	Ives Train Set, Transcontinental Limited, 1036	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, club, parlor, observation cars (double truck, lighted) 8 curved, 8 straight track sections.	Hand or automatic reverse, orange.	(Hand rev.) 38.75 (Auto. rev. 43.75)
	Ives Train Set, De Luxe Special, 1044	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, club, parlor, observation cars (double truck, lighted) 8 curved, 8 straight track sections.	12 wheel engine, hand or automatic reverse, light blue, brass trim.	(Hand rev.) 50.75 (Auto. rev.) 55.75
	Ives Train Set, Universal Fast Freight, 1057	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, (steam type) tender, tank, flat, refrigerator, coal, stock, coke, caboose cars (double truck) 8 curved, 23 straight track sections.	10 wheel engine, hand or automatic reverse various colors.	(Hand rev.) 58.50 (Auto. rev.) 63.50
	Ives Train Set, Black Diamond Super Sr., 1062	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive (steam type) tender, club, 2 parlor, observation cars (double truck, lighted) control switch, plates, 8 curved, 20 straight track sections.	10 wheel engine, hand or automatic reverse, black, red, brass rim.	(Hand rev.) 77.00 (Auto. rev.) 82.00
	Ives Train Set, Interstate Limited, 1050	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, club, parlor, observation cars (double truck, lighted) control switch, plates, 8 curved, 16 straight track sections.	12 wheel engine, hand or automatic reverse, green, brass trim.	(Hand rev.) 65.00 (Auto. rev.) 70.00
<b>Kokomo Stamped Metal Co.</b> Kokomo, Ind. *\$11 west of Mississippi River.	Electricar Racing Auto	Low Voltage, Transformer A.C. or D.C. Motor		20 ft. of special, flexible steel fence (in two pieces)	Car obtains current from fence, high variable speeds, automatically follows fence, self steering.	*10.00
<b>Metal Ware Corp.</b> Two Rivers, Wis.	Empire Electric Steam Engine, Horizontal Type, B-30	110 Volts, 300 watts (Heats Water Electrically)			Throttle, safety valve, water gauge, copper boiler, red, nickel plated, whistle valve.	12.00
	Empire Electric Steam Engine, Vertical Type, B-31	110 Volts, 350 watts (Heats Water Electrically)			Throttle, safety valve, water gauge, copper boiler, whistle, red, nickel plated.	12.00
	Empire Electric Steam Engine, Turbine Type, B-35	110 Volts, 400 watts (Heats water Electrically)			Throttle, safety valve, water gauge, whistle, copper boiler, red, nickel plated.	11.00
	Empire Electric Steam Engine, Twin Cylinder Type, B-42	110 Volts, 600 watts (Heats Water Electrically)			2 Throttles, two cylinders, two fly wheels, two water gauges, 2 stacks, safety valves, whistle, red, nickel plated.	25.00
	Empire Electric Hot Air Engine, B-38	110 Volts, 350 watts (Heat generated Electrically)			Red, nickel plated	15.00
	Empire Magnetic Power, Engine, B-33	110 Volts, A.C. or D.C. models.			Imitation vertical steam engine, red, nickel plated	15.00

# Index, 1928-29

# Ventilating Fans, Domestic—110 volt A.C. 60 cycle or D.C.

Trade Name	Size of Fan	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
<b>Alrmaster Corporation</b> , 140 S. Dearborn St., Chicago, Ill.				
10 in.	Window panel, 26 in. to 36 in.		800	*A.C.—\$29.50
10 in.	Window panel, 36 in. to 50 in.		800	*A.C.—29.50
10 in.	Window panel, 21 in. to 26 in.		800	*A.C.—29.50
10 in.	Window panel, 17 in. to 21 in.		800	*A.C.—29.50
10 in.	Transom panel		800	*A.C.—29.50
*D.C. \$37.50.				
<b>American Blower Co.</b> , 6000 Russell St., Detroit				
<b>American Elec. Ventilator</b>	12½ in.	13	600	45.00
<b>Sirocco</b>				
<b>Autovent Fan &amp; Blower Co.</b> , 1805 N. Kostner Ave., Chicago, Ill.				
<b>Autovent</b>	12 in.	Adjustable panel	600	43.50
	12 in.	Cabinet type		56.00
<b>Buffalo Forge Co.</b> , 205 Mortimer St., Buffalo, N. Y.				
<b>Buffalo Breeze</b>	12 in.	Adjust. steel panel (12½ in. opening)	600	58.00
<b>Home Ventilating Fan</b>	12 in.	Adjust. steel panel (12½ in. opening)	1,000	58.00
<b>See Adv. P. 156</b>	12 in.	Adjust. steel box, for wall installation (16½ in. opening)	1,000	85.00
<b>Century Electric Co.</b> , 1806 Pine St., St. Louis, Mo.				
<b>Century</b>	16 in.	17½ in.	1700	.....
*3 speeds.				
<b>Cincinnati Victor Co.</b> , 712 Reading Rd., Cincinnati, Ohio				
<b>Clean Air</b>	12 in.	12½ in.	850	24.50
<b>Day-Fan Electric Co.</b> , Dayton, Ohio				
<b>Day Fan</b>	10 in.	10½ in.	528	20.00
	16 in.	16½ in.	1700	30.00 with regulator
<b>Diehl Mfg. Co.</b> , Elizabethport, N. J. <b>See Adv. P. 7</b>				
<b>Diehl</b>	12 in. vent.	.....	.....	A.C.—25.00
	16 in. vent.	.....	.....	A.C.—27.00
<b>Wind-O-Vent</b>	9 in. vent	Adjust. window panel	.....	A.C.—*29.00
*\$37.50 for D.C. or 25 cy. model.				
<b>De Bothezat Impeller Co., Inc.</b> , 1922 Park Ave., New York, N. Y.				
<b>Little Imp</b>	.....	Adjust. window panel (5 sizes, fit windows from 20 in. to 64 in.)	.....	*37.50
*Includes speed control, 16 ft. cord, plug, mounting fixtures.				
<b>Emerson Electric Mfg. Co.</b> , St. Louis, Mo.				
<b>Emerson</b>	9 in.	10 in. with mounting board	500	17.00
	12 in.	13 in. with adjustable Panel	900	14.00 (no board) 29.00
	16 in.	17 in.	1250	25.00 (no panel) 29.00
<b>Fidelity Electric Co.</b> , Lancaster, Pa.				
<b>Fidelity</b>	8 in.	.....	2,000	D.C.—16.00
	12 in.	Semi-enclosed	2,000	A.C.—25.00
	12 in.	Enclosed	2,000	A.C.—22.00
	12 in.	Semi-enclosed	3,500	D.C.—20.00
	16 in.	Semi-enclosed	3,500	A.C.—28.00
	16 in.	Enclosed	3,500	A.C.—24.00

Trade Name	Size of Fan	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
<b>Galvin Electric Mfg. Co.</b> , 3314 S. Broadway, St. Louis, Mo.				
<b>Galvin</b>	12 in.	.....	.....	A.C.—\$27.00
	16 in.	.....	.....	A.C.—31.00
	16 in.	Exhaust blades, bucket.....	.....	A.C.—38.00
<b>General Electric Co.</b> , Bridgeport, Conn.				
<b>G. E.</b>	12 in.	.....	.....	25.00
	16 in.	.....	.....	27.00
<b>A. C. Gilbert Co.</b> , New Haven, Conn.				
<b>Polar Cub</b>	6 in.	Portable with extension panel	500	11.50
<b>Graybar Electric Co.</b> , Lexington Ave. and 43rd St., New York, N. Y.				
<b>Graybar</b>	12 in.	13 in.	1025	25.00
	16 in.	17 in.	1600	27.00
<b>Hunter Fan &amp; Motor Co.</b> , 53 Park Place, New York, N. Y.				
<b>Hunter</b>	12 in.	12½	1100-1250	25.00
	16 in.	18	1600-1800	27.00
<b>Ilg Electric Ventilating Co.</b> , Chicago, Ill.				
<b>Ilgair</b>	12 in.	With portable panel	750	48.00
	16 in.	With portable panel	1000	65.00
	12 in.	With portable panel variable speed built-in.....	750	53.50
	16 in.	With portable panel variable speed built-in.....	1000	75.00
<b>Paul &amp; Beekman Mfg. Co.</b> , 1722 N. 5th St., Philadelphia, Pa.				
<b>Freshaire</b>	8½ in.	8½ in.	500	*36.50
*With window extensions, \$39.50.				
<b>Peerless Electric Co.</b> , Warren, Ohio.				
<b>Peerless</b>	12 in.	13½ in.	1000-1300	25.00
<b>See Adv. P. 160</b>	16 in.	17½ in.	1400-1800	27.00
<b>Robbins &amp; Myers Co.</b> , Springfield, Ohio.				
<b>R &amp; M</b>	12 in.	13½ in.	1000	25.00
<b>See Adv. P. 155</b>	16 in.	17½ in.	1550	27.00
<b>Signal Electric Mfg. Co.</b> , Menominee, Mich.				
<b>Signal</b>	9 in.	.....	.....	18.00
<b>B. F. Sturtevant Co.</b> , Boston, Mass.				
<b>Sturtevant</b>	16 in.	17½ in.	1860	A.C.—55.25
<b>See Adv. P. 179</b>	.....	.....	.....	D.C.—65.90
<b>Wagner Electric Corp.</b> , St. Louis, Mo.				
<b>Wagner</b>	12 in.	13 in.	905-950	27.00
	16 in.	17 in.	A.C.—D.C. 1510-1550	31.00
<b>Western Blower Co.</b> , Seattle, Wash.				
<b>Westwind</b>	9 in.	10½ in. with outside louvre and draft door.....	500	31.50
<b>Westinghouse Electric &amp; Mfg. Co.</b> , Springfield, Mass.				
<b>Westinghouse</b>	12 in.	13½ in.	860-935	22.50
	16 in.	17½ in.	A.C. D.C. 1665-1725	25.50
<b>L. J. Wing Mfg. Co.</b> , 154 W. 14th St., New York, N. Y.				
	10 in.	10 in.	950-1100	D.C.—55.00
	13 in.	13 in.	A.C. D.C. 1400	A.C.—60.00
	13 in.	13 in.	1550-2080	D.C.—60.00
	13 in.	13 in.	A.C. D.C. 1550-2080	A.C.—66.00
	13 in.	13 in.	A.C. D.C. 1550-2080	D.C.—75.00
	13 in.	13 in.	A.C. D.C. 1550-2080	A.C.—74.00

## Violet Rays, Vibrators, Therapeutic Apparatus

(For Carbon Arc and Mercury Quartz Lamps see p. 87)

Manufacturer	Trade Name and Model	Type of Device	Special Features	Retail Price
<b>Aerosan Company of America</b> , 33 Union Sq. Bldg., New York, N. Y.				
	Aerosan	Vaporizer		\$2.50
<b>Arnold Electric Company</b> , Racine, Wis.				
	Arnold	Vibrator	6 applicators	13.75
<b>Beardsley &amp; Walcott Mfg. Co.</b> , Waterbury Conn.				
	D0111	Lamp, adjustable arm	Nickel, 200 watt	8.50
	D0201	Lamp, hand	Aluminum, 200	6.50
	D051	Lamp, stand	Nickel, 200 watts	17.50
	X0113	Lamp, hand	Nickel, 200 watts	7.50
		Atomizer, electric heated	5 watts	3.50
<b>Bledson-Dun Company</b> , 2300 Warren Ave., Chicago				
	Violetta—Baby-A	Violet ray, 2-piece outfit	1 electrode and case	12.50
	22	Violet ray, 1-piece	3 electrodes and case	12.50
	1	Violet ray, 1-piece	1 electrode and case	17.50
	M	Violet ray, 2-piece	3 electrodes and case	15.00
	3	Violet ray	Generator and 5 electrodes; case	25.00
	5	Violet ray, physician's set	8 electrodes and case	35.00
	7	Violet ray (nose, throat and bronchial outfit)	3 electrodes and ozone generator	35.00
	Mulifrex—H	Violet ray, complete home outfit	11 electrodes and ozone generator	75.00
	B-D Thermic Lamp	Lamp	Aluminum bowl and handle; 260 watts	9.00
	B-D Thermic Lamp Junior	Lamp	Aluminum bowl and handle, 200 watts	6.50
<b>Bobbett Electric Manufacturing Company</b> , 4307 Cottage Grove Ave., Chicago, Ill.				
	Bobb-It	8-in. lamp	400-watt Element only	7.50
	112			1.35
	97	Floor stand for lamp	White enameled	10.00
	Radio Bell	6-in. facial heat lamp	With 16 cp. red and blue lamps	6.00
	81	6-in. facial heat lamp	With red, blue and clear lamps 16 cp.	7.00
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# Violet Rays, Vibrators, Therapeutic Apparatus—Continued

## Appliance

Manufacturer	Trade Name and Model	Type of Device	Special Features	Retail Price
Bobbett Elec. Mfg. Co.—Continued	356	8-in. facial heat lamp	With 32 cp. red and blue lamps	\$7.25
	357	8-in. facial heat lamp	With 32 cp. red, blue and clear lamps	7.50
	362	Folding adjustable floor stand		6.50
Charles A. Branston, Inc. 815 Main St., Buffalo, N. Y.	Branston Generator, 29	Violet ray, sinusoidal, ozone high frequency	9 violet ray electrodes, 7 sinusoidal electrodes, case, cord, ozone oil	110.00
	Branston Generator—27	Violet ray, sinusoidal high frequency	8 violet ray electrodes,	75.00
	Branston Generator—25	Violet ray, ozone high frequency	6 sinusoidal electrodes, case, cord	70.00
	Branston Generator—7	Violet ray, high frequency	7 violet ray electrodes, ozone mask and tubing, ozone oil, case	40.00
	Branston Generator—12	Violet ray (battery model)	5 electrodes, case	50.00
	Branston Generator—9	Violet ray (telephone model)	1 electrode, case	25.00
	Branston Generator—J-D	Violet ray, ozone generator	2 electrodes	32.50
	Branston Generator—Junior, J-C	Violet ray	9 electrodes, ozone oil, case	22.50
	Branston Generator—Junior, J-B	Violet ray	6 electrodes, case	17.50
	Branston Generator—Junior, J-A	Violet ray	3 electrodes, case	12.50
			1 electrode, case	
Drake Electric Works 3943 Lincoln Avenue Chicago, Ill.	Drake No. 1	Vibrator	3 applicators, leatherette case	10.00
Eagle Electric Manufacturing Company 59 Hall Street Brooklyn, N. Y.	Eagle—375	8-in. lamp	Aluminum bowl; 260 watts	5.00
	Eagle—377	Therapeutic table lamp	12-in. flexible arm	7.00
	Eagle—380	Therapeutic clamp lamp	Rubber covered spring clamp	6.00
	Eagle—378	Therapeutic floor lamp	Adjust. height, nickel, white enamel finish	15.00
Eastern Laboratories, Inc. 225 East 38th Street New York City	Marvel			
	A-1	Violet ray	With surface electrode	9.50
	21	Violet ray	5 electrodes and instrument board	30.00
	23	Violet ray, high and low frequency	6 metal electrodes and instrument board	45.00
	24	Violet ray, high and low frequency	Full equipment	75.00
	Super-Marvel—3	Violet ray	3 electrodes	12.50
	Marvel-Special—5	Violet ray	5 electrodes	17.50
	Marvel Ozone—7	Violet ray	4 electrodes and ozone generator	25.00
	Marvelite			
	99	Facial lamp and hair dryer	8½" bowl, handle, 260 watts	10.00
	B	Floor stand for lamp	Adjustable from 36" to 72"	10.00
	95	Floor lamp	10" bowl and adjustable stand	15.00
	97	Hand lamp	3-60-watt red, blue and white lamps	7.50
	Marvelite, Jr.—98	Lamp	120-watt clear bulb	7.50
	Marvelite, Jr.—90	Floor Lamp	Adjustable 36" to 72", nickel base	10.00
	Marvelite, Jr.—91	Floor Lamp	Adjustable 36" to 72", white enamel base	10.50
Walter S. Edmands 25 Pearl St., Boston, Mass.	Edmanhte	Two-unit Infra-red lamp	Hand model, 2 deg. heat	12.50
S. W. Farber, Inc. 141 South Fifth Street Brooklyn, N. Y.	15	Therapeutic lamp	7½" aluminum shade or reflector, hand model	6.50
	17	Therapeutic lamp	7½" aluminum shade or reflector, clamp model	9.00
	19	Therapeutic lamp	7½" aluminum shade or reflector, floor model	13.50
Fitzgerald Manufacturing Company Torrington, Conn.	Star-Rite			
	C-353	Violet ray	10 electrodes	50.00
	B-352	Violet ray	5 electrodes	25.00
	C-506	Vibrator, A.C. or D.C.	4 applicators and case	7.50
	B-505	Vibrator, A.C. or D.C.	Aluminum, 4 applicators	12.50
	A-504	Vibrator, A.C.	3 applicators	5.00
	Vim-Ray	Lamp	Nickel finished bowl with handle	6.50
P. A. Geler Company Cleveland, Ohio	Super Vfm-Ray	Lamp	Adjustable arm, or floor stand	3.50
				15.00
P. A. Geler Company	Royal Special	Vibrator, rotary, A.C.-D.C.	Variable speeds, 4 applicators	19.50
	Royal DeLuxe	Vibrator, rotary, A.C.-D.C.	Variable speeds, 6 applicators, case	22.50
A. C. Gilbert Company New Haven, Conn.	Polar Cub	Vibrator, Universal Rotary A.C.-D.C.	3 applicators	4.95
Halliwell-Shelton Electric Corp. 113-119 Fourth Ave. New York City	Type A	Lamp 7", hand	With red, white and blue bulbs or one clear 100-watt bulb	6.75
	Type B	Lamp 8", hand	With one 200-watt bulb, switch	7.75
	Type C	Lamp 9", stand	36" pedestal aluminum adjustable to 72" height and 269-watt clear bulb	15.00
	12	Violet ray	Surface, comb metal, electrodes	12.50
	21	Violet ray	Two-piece construction, surface, comb and metal electrodes	20.00
	22 De Luxe	Violet ray	Surface, comb, metal, throat electrodes, with case	22.50
	202	Violet ray	Dial current control, surface, comb, throat, metal and eye electrodes, with case	30.00
	204	Violet ray	Dial current control, surface, comb, spinal, throat, prostatic, eye and rectal electrodes	45.00
	205	Violet ray	Dial current control, surface, condenser, comb, spinal, throat, prostatic, ear or urethral, eye, fulguration and neon surfaces	75.00
	75 Gentry	Vibrator and vibration regulator	Bright aluminum finish, five applicators	25.00
	29	Violet ray	Surface, comb, fulguration and metal electrodes, with case	15.00
	D	Double Lamp	36" aluminum pedestal, adjustable to 72", 260 watt clear bulb	22.50
Hamilton Beach Manufacturing Company Racine, Wis.	Hamilton-Beach			
	A	Vibrator, 7 speeds	6 applicators and case	19.50
	D	Vibrator, universal motor	6 applicators and case	16.50
	C	Vibrator, 7 speeds	6 applicators and case	28.50
	F	Vibrator, 7 speeds	6 applicators and case	18.50
Hanovia Chemical & Mfg. Co. Chestnut St. at N.J.R.R. Ave. Newark, N. J.	Sollux—S-102	Infra-red lamp	Stand model	30.00
Illinois Stamping & Mfg. Company 220 North Jefferson Street Chicago, Ill.	Candelabra No. 1	Lamp and hair dryer		1.25
	No. 2	Lamp and hair dryer	Ivory enamel bowl and handle	2.25
Jackson Electrical Company 900 West Van Buren Street Chicago, Ill.	Vapo-Light	Vaporizer		2.00
	Sun-Bath	Lamp	Copper reflector Nickel plated Nickel plated bracket	5.00 2.25
Paul E. Johnson, Inc. 1824 S. Albert St. Chicago, Ill.	1114	Infra-red lamps	Adjustable stand, switch	15.00
	1115	Infra-red lamp	Adjustable stand, switch	12.00

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## Violet Rays, Vibrators, Therapeutic Apparatus—Continued

Manufacturer	Trade Name and Model	Type of Device	Special Feature	Retail Price
<b>Lindstrom &amp; Company</b> 2322 Indiana Ave., Chicago, Ill.	Elco 39 43 38-B 41 37 17 12	Violet ray Violet ray Violet ray Violet ray Violet ray Violet ray Combination violet ray, ozone and vibrator outfit	3 electrodes and case 1 electrode 6 electrodes, ozone generator and case 1 electrode and case 5 electrodes and case Full set of electrodes 110 volt, 60 cycles, A.C. 110 volt A.C. and D.C. Fewer electrodes 4 applicators and case Same as 32, without switch	\$12.50 8.50 25.00 7.75 18.50 51.50 67.50 72.50 32.50 10.00 6.50 9.75
	32 1 325 51	Vibrator Vibrator Lamp Violet ray		
<b>Master Electric Company</b> 421 S. Market St. Chicago, Ill.	Master 2-B 10A 15 8 4A	Violet ray Violet ray Violet ray Violet ray	Surface and metal comb, electrodes and case Surface electrode, case 4 electrodes, case 5 electrodes, case 6 electrodes, case	12.50 8.50 15.00 25.00 35.00
<b>National Stamping &amp; Electric Works</b> 3212 West Lake Street Chicago, Ill.	White Cross 53 54 De Luxe 21 25 30 20	Violet ray Violet ray Vibrator, 1-speed, universal Vibrator, 3-speed, universal Vibrator, 3-speed, universal Lamp, 260 watt	With surface electrode With 5 electrodes 4 applicators 6 applicators and case 6 applicators and case Switch, cord, plug	12.00 18.00 11.00 16.00 16.00 4.50
<b>John Oster Manufacturing Company</b> Racine, Wis.	Oster	Vibrator	Magnetic type with adjusting screw control In wooden case	8.50 10.00
<b>Leo F. Robertson, Inc.</b> 532 W. 22nd St. New York, N. Y.	Small Infra-red Senior Infra-red	Infra-red lamp Infra-red lamp		19.50 30.00
<b>Rodale Mfg. Co.</b> New York, N. Y.	Rodale—140 Rodale—141 Rodale—142	Lamp Lamp Lamp	Nickel plated, white ivory, toggle socket, hand Nickel plated, white ivory, toggle socket, heavy base Nickel plated, white ivory, toggle socket, handy clamp	5.50 8.00 6.50
<b>Rogers Electric Laboratories Company</b> 2015 E. 65th St. Cleveland, Ohio	401 Standard 402 Junior 403 Traveler 404 De Lux 405 Professional 201 202 203	Violet ray Violet ray Violet ray Violet ray Violet ray Lamp Lamp Lamp	2 electrodes 3 electrodes 2 electrodes 4 electrodes 6 electrodes With 260 watt clear glass lamp With lamp and infra-red element Infra red element only	12.50 12.50 15.00 25.00 35.00 6.50 7.50 5.00
*Adjustable stand for lamps, \$7.				
<b>Sanitarium Equipment Co.</b> Battle Creek, Mich.	MS-6 Battle Creek K-22 Photophore	Dumbell vibrator Lamp	With cup, scalp, ball, disc, applicators, socket regulator, case In hand type reflector case, carbon filament lights	75.00 12.00
<b>Sanitax Electric Company</b> 303 4th Ave. New York City	Sanitax G D F B A Sanitax—Pep	Lamp, 6" hand Lamp, 6" hand Lamp, 8" hand Lamp, 8" stand Lamp, 11" stand Vibrator, rotary, 110 A.C., D.C.	Nickel Nickel Nickel, 250 watts Nickel, 260 watts Nickel, 260 watts Variable speeds, 5 applicators	7.00 5.50 6.00 14.50 16.00 14.50
<b>S. Robert Schwartz &amp; Bro.</b> 160 Varick St. New York City	5020 Heatolite 5023 Heatolite Q-Ray 5030 3045 5045 5028 5033 5038	7½" lamp, hand model 7½" lamp, clamp model 9" lamp, hand model Stand for lamp Stand for lamp 7½" lamp, stand model 9" lamp, clamp model 9" lamp, stand model	Aluminum finish; 260 watts Aluminum bowl; 260 watts Aluminum bowl; 260 watts 66" high, adjustable, solid vase 69" high, 3-leg base Aluminum shade, 260 watt Aluminum shade, 260 watt, crystallized black Aluminum, crystallized black, 260 watt	5.00 5.25 7.50 8.50 6.00 9.50 7.75 12.00
<b>Albert Wahle Co., Inc.</b> Metropolitan and Morgan Aves. Brooklyn, N. Y.	1249 Sun Beam	8½" reflector lamp	Table model (stand obtainable extra)	6.00
<b>White Beauty Electric Company</b> 4416 North Western Avenue Chicago	White Beauty 217	Violet ray	1 surface electrode	12.50

## Waffle Irons

Trade Name, Model No.	Grids	Retail Price
<b>Aluminum Cooking Utensil Co., New Kensington, Pa.</b> <i>Wear-Ever</i>		
1280.....	7½ in., 600 watts..... (Elements: Nichrome IV)	\$12.50
<b>Armstrong Electric &amp; Mfg. Co., Huntington, W. Va.</b> Old South.....		
	Round, octagonal, black handles, nickel body.....	9.85
<b>Beardsley &amp; Wolcott Mfg. Co., Waterbury, Conn.</b> <i>Torrid—W0301</i> .....		
	7½ in. round, cast alum.....	8.00
W1010.....	6½ in. round, cast alum.....	5.95
W0510, Heat Indicator.....	7½ in. round, cast alum.....	9.75
	(Elements, Nichrome, Nichrome IV)	
<b>Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.</b> <i>Bersted</i>		
214.....	7½ in. round.....	7.00
66.....	8 in. round.....	10.00
216 Waffle Iron Set.....	214 iron, ruckel tray, glass pitcher and small jug.....	14.00
217.....	Square 6½x6½ in., Perf. Base.....	8.50
218.....	Square 6½x6½ in., Plain Base.....	8.50
215.....	Round.....	8.00

Trade Name, Model No.	Grids	Retail Price
<b>Bersted Mfg. Co.—Continued</b>		
224.....	Round.....	\$8.50
223 Waffle Set.....	Round.....	15.50
225 Waffle Set.....	Round.....	16.00
<b>Central Flat Iron Mfg. Co., Johnson City, N. Y.</b> <i>Betsy Ross—711</i> .....		
	7 in. round.....	9.85
	(Elements: Nichrome and Nichrome IV)	
<b>Chicago Elec. Mfg. Co., 2801 South Halsted St., Chicago, Ill.</b> <i>Handy—AF-1</i> .....		
	7 in. round.....	12.50
	7 in. round aluminum.....	9.85
AF-9.....	7 in. round, nickel.....	12.50
AF-7 Junior.....	7 in. round, nickel.....	9.50
	(Elements: Chromel A, C; Nichrome, Nichrome IV)	
<b>Dominion Electric Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.</b> <i>Dominio</i>		
63 Solid Base.....		10.00
64 Solid Base.....		9.00
65 4-Legs, no Base.....		7.50
67 4-Legs, no Base.....		7.00
67-H 4-Legs, no Base.....	7½ in. round, cast alum.....	8.00
	(Elements: Chromel A, Nichrome IV)	

## Waffle Irons, Continued

Trade Name, Model	Grids	Retail Price
<b>Dowd-Rodgers, Inc., 95 Madison Avenue, New York City</b>		
Dowd-Rodgers.....		\$15.00
(Elements: Chromel A, C Solar, Tophet)		
<b>Edison Elec. Appliance Co., 5600 W. Taylor St., Chicago, Ill.</b>		
<i>Hotpoint</i>		
146 Y 53.....	7½ in. round.....	15.00
156 Y 53.....	7½ in. round.....	15.50
146 Y 85.....	7½ in. round.....	10.50
146 S 85 Waffle Set.....	7½ in. round.....	11.50
156 Y 112.....	7½ in. round.....	10.50
116 S 112 Waffle Set.....	7½ in. round.....	11.50
157 Y 112.....	7½ in. round.....	10.50
157 S 112 Waffle Set.....	7½ in. round.....	12.00
(Elements: Nichrome, Chromel A)		
<b>Electrahot Mfg. Co., 525 S. 4th St., Minneapolis, Minn</b>		
Electrahot—A-75.....	8½ in. round.....	10.00
(Elements: Nichrome IV)		
<b>Estate Stove Co., Hamiton, Ohio</b>		
75 White, Green, Red or Blue Enamel.....	7½ in. round.....	12.95
<b>Fitzgerald Mfg. Co., Torrington, Conn.</b>		
<i>Star-Rite</i>		
532.....	6½ in. round.....	9.00
Lightning, 536.....	7½ in. round.....	10.00
Junior.....	5 in. round.....	3.95
Empress, (heat indicator).....	7½ in. round.....	15.00
(Element: Nichrome)		
<b>Gold Seal Elec. Co., 250 Park Avenue, New York City</b>		
<i>Gold Seal</i>		
37.....	Handles and Cords in Color.....	7.25
32 Whitehouse Chromium plated.....	7½ in. round.....	9.00
39.....	Handle and Cords in Color.....	8.75
(Element: Rockbestos)		
<b>Great Northern Mfg. Co., 536 Lake Shore Drive, Chicago, Ill.</b>		
E-1404.....	600 watts.....	8.75
E-1605.....	600 watts.....	10.00
E-2444, Waffle Set.....	600 watts.....	14.50
E-2610, Waffle Set.....	600 watts.....	15.00
E-705.....	660 watts.....	12.50
<b>Griswold Mfg. Co., Erie, Pa.</b>		
Griswold—2-8-E.....	7 in. round.....	10.75
<b>A. J. Lindemann &amp; Hoverson Co., Milwaukee, Wis. See Adv. P. 178</b>		
L & H Electrics—315.....	7½ in. square, cast alum.....	15.00
(Element: Chromel A)		
<b>Majestic Elec. Appliance Co., 1705 Allegheny Ave., Philadelphia, Pa. and 590 Folsom St., San Francisco, Calif.</b>		
Majestic—151.....	8½ in. round, cast alum. waffle & pan cake iron.....	18.00
(Element: Chromalox)		
<b>Manning-Bowman &amp; Co., Meriden, Conn.</b>		
<i>Manning-Bowman</i>		
1615, Nickel.....	7 in. round.....	15.00
1616, Nickel.....	7 in. round.....	15.00
1601, Nickel.....	7 in. round.....	12.50
1618, Nickel.....	7 in. round.....	15.00
K-1601, Aranium.....	7 in. round.....	15.00
K-1617, Aranium.....	7 in. round.....	18.00
K-1618, Aranium.....	7 in. round.....	20.00
Homelectrics 40.....	7 in. round.....	10.00
(Elements: Chromel C, Nichrome)		
<b>Landers, Frary &amp; Clark, New Britain, Conn.</b>		
<i>Universal</i>		
E-9334.....	7½ in. round.....	12.50
E-9334—with Cardinal red handles.....	7½ in. round.....	13.50
E-94334—with Delf blue handles.....	7½ in. round.....	13.50
E-96334—with Woodland green handles.....	7½ in. round.....	13.50
E-97334, Yellow Handles.....	7½ in. round.....	13.50
E-9314.....	7½ in. round.....	13.50
E-7324 Chromium Finish.....	7½ in. round.....	20.00
E-9305.....	Oblong 3½x7 in.....	8.95
E-931405 Waffle Iron Set (5 piece).....	Round.....	39.00
E-931403 Waffle Iron Set (3 piece).....	Round.....	31.50
E-933405 Waffle Iron Set (5 piece).....	Round.....	38.00

## Appliance

Trade Name, Model	Grids	Retail Price
<b>Landers, Frary &amp; Clark—Continued</b>		
E-933403 Waffle Iron Set (3 piece).....	Round.....	\$30.50
Thermaz—3914.....	7½ in. round.....	9.75
E-9364 Marie Antoinette Design, Nickel.....	7½ in. round.....	15.00
E-9474 Jeweled Sapphire.....	7½ in. round.....	16.50
E-9574 Jeweled Garnet.....	7½ in. round.....	16.50
E-9674 Jeweled Jade.....	7½ in. round.....	16.50
E-9914 Nickel.....	7½ in. round.....	9.75
<b>Liberty Gauge &amp; Instrument Co., 6612 Euclid Avenue, Cleveland, Ohio</b>		
<i>Liberty Queen</i>		
1201.....	Batter ring 7½ in. diam.....	9.85
<b>Metal Ware Corp., Two Rivers, Wis.</b>		
Empire—S-75.....	11x6½x4 in. rectangular 3-section.....	10.00
(Elements: Nichrome, Nichrome IV)		
<b>National Electric Appliance Co., Madison Ave. &amp; W. 83d St., Cleveland, Ohio.</b>		
<i>National</i>		
Waffle Iron, Toaster and Grill, all in one.....	Round, 10-in. tray, 660 watts.....	12.00
<b>National Stamping &amp; Elec. Works, 3212 W. Lake St., Chicago, Ill.</b>		
<i>White Cross</i>		
156.....	7 in. round.....	9.00
154.....	7 in. round.....	6.80
154 T.S. Waffle Set.....	7 in. round.....	12.00
257 Colored Handles and Cord.....	Round.....	10.00
255 Colored Handles and Cord.....	Round.....	8.00
255 T. S. Waffle Set (3 pc.).....	Round.....	12.50
257 T. S. Waffle Set (3 pc.).....	Round.....	15.00
<b>Robeson Rochester Corp., Rochester, N. Y.</b>		
<i>Royal-Rochester</i>		
655, Waffle Iron Set.....	Iron, pitcher, syrup jug and tray.....	31.90
E-6472.....	7½ in. round.....	16.00
E-6473, Dec. China Inlay.....	7½ in. round.....	20.00
(Elements: Chromel A, Nichrome IV)		
<b>Rock Island Mfg., Co., Rock Island, Ill.</b>		
Rimco—88-A.....	7 in. round.....	13.00*
*Tray \$3 extra.		
(Elements: Chromel C, Nichrome II, III, Tophet C)		
<b>Rogers Elec. Laboratories Co., Cleveland, Ohio.</b>		
101, Colored Handles Optional.....	7 in. round.....	7.00
102, Colored Handles Optional.....	7 in. round (with cord switch).....	7.75
103, Colored Handles Optional.....	7 in. fancy top.....	7.75
104, Colored Handles Optional.....	7 in. round (with cord switch).....	8.50
<b>Russell Elec. Co., 340 West Huron St., Chicago, Ill.</b>		
Hold-Heat—14 DeLuxe.....	Round.....	12.00
144.....	Round.....	9.85
<b>Rutenber Elec. Co., Marion, Ind. See 3rd Cover</b>		
Marion—77.....	8 in. round.....	8.75
<b>Simplex Division, Edison Electric Appliance Co., Chicago, Ill.</b>		
<i>Simplex</i>		
816 Y 162.....	Alum. grid, Simplex Calrod elements.....	10.00
<b>Superior Elec. Products Co., 1300 South Thirteenth St., St. Louis, Mo.</b>		
Superior—601.....	8 in. round.....	7.50
603.....	8 in. round.....	9.00
<b>A. H. Waage, 112 Chambers St., New York, N. Y.</b>		
<i>Waage</i>		
.....	6 in. round, cast aluminum.....	8.50
.....	7½ in. round, cast aluminum.....	9.50
(Elements: Nichrome IV)		
<b>Westinghouse Elec. &amp; Mfg. Co., Merchandising Dept., Mansfield, Ohio</b>		
<i>Circle "W"</i>		
WA-2, 105 volt; WA-4, 115 volt; WA-5, 210 volt; WA-7, 250 volt.....	Rectangular.....	15.00
WD-2, 105-volt; WD-4, 115-volt; WD-5, 210-volt; WD-7, 230-volt.....	7½ in. round.....	16.00
CD-12, 105-volt; CD-14, 115-volt.....	7½ in. round.....	12.50
CD-2, 105-volt.....	7½ in. round.....	10.00
CD-4, 115-volt.....	7½ in. round.....	10.00
CD-5, 210-volt.....	7½ in. round.....	10.00
CD-7, 230-volt.....	7½ in. round.....	10.00
CD-8, 240-volt.....	7½ in. round.....	10.00
(Elements: Chromel A, Nichrome IV)		

## Washers

Manufacturer	Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
<b>Albaugh-Dover Mfg. Co.</b> Marshall Blvd., and 21st St., Chicago, Ill.	Butterfly—1926	Oscillating cylinder	8 sheets	Copper	Swinging reversible	Aluminum bronze	295	\$160.00
<b>Almetal Mfg. Co.</b> 7227 Manchester Ave. St. Louis, Mo.	D-S Almetal D-7 Almetal S—Pollyanna D—Pollyanna	Vacuum Vacuum Oscillating Oscillating	6 sheets 9 sheets 6 sheets 6 sheets	Copper Copper Copper Copper	Swinging Swinging Swinging Swinging	Gray Bronze Gray Gray	300 300 250 250	150.00 160.00 135.00 110.00
<b>Altorfer Bros., Co.</b> Peoria, Ill.	A.B.C. Spinner—60	Submerged agitator aluminum	8 lbs. dry	Arneo metal Porcelain inside and out	None—centrifugal dryer	Porcelain	240	175.00
See Adv. P. 30-31		A.B.C. Double A—50 Submerged agitator aluminum	8 lbs. dry	Copper nickled	Swinging reversible (Lovell rolls)	Copper, nickled	248	155.00
*Also available gasoline engined. (Model 58).		*A.B.C. Companion—55 Submerged agitator		Porcelain	Swinging reversible (Lovell rolls)	Green, tan		160.00
<b>Apex Electrical Mfg. Co.</b> Cleveland, Ohio	Apex Gyrator-WG-10	Submerged vane agitator	8 lbs. dry	Copper nickel plated	Swinging reversible	Copper and enamel	254	155.00
See Adv. P. 145		Rotarex Gyrator-WG-6 Submerged agitator Apex-S		Copper Nickled copper, enamel	Swinging reversible Wringerless	Copper and enamel	254 247	115.00 165.00



Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Created Weight, Lb.	Retail Price
<b>At Last Co., Perry, Iowa</b>	At Last Thermos	Floating disc agitator		Copper double wall	Swinging reversible	Copper	225	\$125.00
<b>Automatic Washer Co. Newton, Iowa</b>	Automatic—22 See Adv. P. 22-23	Floating agitator, invertible duo disc.	7 sheets	Copper nickeled	Swinging reversible (Hercules rolls)	Green, red enamel		under 100.00
<b>Barker-Meyer Mfg. Co. 4300 Euclid Ave. Cleveland, Ohio</b>	Cinderella	Portable, vacuum	6 men's shirt, or equivalent	Porcelain enamel	None	Red, blue, green, ivory, nickel cover	23½	
<b>Barlow &amp; Seelig Mfg. Co. Ripon, Wis.</b>	Big 3 Speed Queen	Submerged agitator	10 lb. dry	Drawn aluminum	Swinging reversible	Gray or green	165	Less than 100.00
<b>Barton Corporation West Bend, Wisconsin See Adv. P. 165</b>	Barton-C	Submerged agitator	Standard	Copper	(Lovell)	Colors	185	110.00
	Barton-D	Submerged agitator	Standard	Copper	(Lovell)	Colors	205	150.00
<b>Birtman Electric Co. 4140 Fullerton Ave. Chicago, Ill.</b>	Bee-Vac—A-102	Agitator	8 sheets	Copper	Swinging reversible	Surf green lacquer	235	99.50 West of Rockies 110.00
<b>Blackstone Mfg. Co. Jamestown, N. Y. See Adv. P. 38-39</b>	Blackstone Arrow	Submerged aluminum	60 lbs per hour	Copper nickeled (Lovell)	Swinging reversible	Copper and white	224	155.00
	Blackstone—22	Agitator aluminum	60 lb. per	Copper nickeled	Swinging reversible (Lovell)	Copper and green	224	99.50
<b>Bluffton Mfg. Co. Bluffton, Ohio</b>	Honeymoon	Agitator aluminum	8 sheets	Copper nickeled	Swinging reversible	Copper and enamel	240	125.00
	Womans Friend—1-S	Floating disc aluminum	8 sheets	Wood	Swinging reversible (Lovell rolls)	Natural	300	95.00
	Womans Friend 2 Twin	Agitator aluminum	8 sheets	Wood, two tubs	1-Swinging reversible and 1-Stationary reversible (Lovell rolls)	Natural	440	135.00
<b>Boss Washing Machine Co. Cincinnati, Ohio</b>	Boss Worm Drive—50	Floating aerowing agitator	16 gallons	Wood	Swinging reversible	Natural aluminite trim	225	96.00
	Banner—35	Floating agitator	hour	Wood stave leg	Swinging reversible (Lovell)	Natural	200	75.00
	Boss Thermo—75	New flushor	16 gals.	Thermo nickeled copper	Safety feed	Lacquer	225	155.00
	Boss—90	Submerged agitator	15 gals.	Copper nickeled	Swinging reversible	Lacquer	200	99.00
<b>Brammer Washing Machine Co. 1441 Rockingham Road Davenport, Iowa</b>	White Lily Ace—E-40-C	Floating agitator aluminum	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Copper, white and blue enamel	207	115.00
	White Lily Ace—E-40-W	Floating agitator aluminum	6 sheets	Wood	Swinging reversible (Lovell)	White and blue enamel	214	105.00
	White Lily Ace Twin Tub—E-60-C	Floating agitator aluminum	6 sheets each	Two tubs copper nickeled	Swinging reversible (Lovell)	Copper, white and blue enamel	300	150.00
	White Lily Ace Twin Tub—E-60-W	Floating agitator aluminum	6 sheets each	Two tubs copper nickeled	Swinging reversible (Lovell)	White and blue enamel	322	130.00
	White Lily DeLuxe—E-51 Cabinet	Cylinder	8 sheets	Galvanized iron	Swinging reversible (Lovell)	White and blue enamel	259	135.00
	White Lily DeLuxe—E-52 Cabinet	Cylinder	8 sheets	Copper	Swinging reversible (Lovell)	White and blue enamel	262	150.00
	Brammer—50	Submerged agitator aluminum	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Copper and white enamel	209	130.00
	Thrift	Submerged agitator	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Jade green	208	99.00
<b>Chicago Dryer Co. 2210 N. Crawford Ave. Chicago, Ill.</b>	Chicago—214	Oscillating tub	9 sheets	Copper nickeloid plated	Stationary reversible	White enamel	500	250.00
	Chicago—314	Oscillating tub	12 sheets	Copper nickeloid plated	Stationary reversible	White enamel	550	300.00
	Chicago—414	Oscillating tub	15 sheets	Copper nickeloid plated	Stationary reversible	White enamel	600	375.00
<b>Clarinda Mfg. Co. Clarinda, Iowa</b>	Whirl-Vac—5	Vacuum agitator	6 sheets	Copper nickeled	Swinging reversible	Copper green trim	220	100.00
	Clarinda—3	Rotary reversing cylinder nickel zinc	6 sheets	Copper	Swinging reversible	Green	325	135.00
	Clarinda Wood Leg—1	Dolly	6 sheets	Wood	Swinging reversible	Natural and green	204	75.00
<b>Coffield Washer Co. Dayton, Ohio</b>	Clarinda Steel Bench—2	Dolly	6 sheets	Wood	Swinging reversible	Natural and green	225	82.50
	Quick Coffield	Submerged agitator	9-15 lbs. dry	Copper	Swinging reversible	Copper and gray enamel	241	160.00
	Coffield Gyrator	Gyrator	9-15 lbs. dry		Coffield Gold Seal Swinging reversible (Lovell)	Gray enamel	241	119.50
<b>Conlon Corporation 19th St. and 52nd Ave. Chicago, Ill.</b>	Conlon—97	*Agitator	7 lb. dry	Copper, steel armored	Swinging reversible	Green duco	200	99.00
	Conlon—102	Agitator	7 lb. dry	Copper, steel armored	Swinging reversible	Green duco	205	125.00
*Also available gasoline motor powered.								
<b>Cope Swift Co. 247 McDougall Ave. Detroit, Mich.</b>	Safety Washer Dryer	Gyrator	7 lb. dry	Aluminum	None—centrifugal dryer	2 tone lacquer	180	165.00
<b>Crystal Co. 247 McDougall Ave. Detroit, Mich.</b>	New Day Crystal	Gyrator	8-lbs dry		Swinging reversible (Lovell)	Gray, duco or buff and brown	240	120.00
<b>Dayton Washer Company Dayton, Ohio</b>	Dumore	Gyrator	8 sheets	Copper	Swinging reversible (Lovell)	Lacquer	215	Model A 155.00
	Sterling	Gyrator	8 sheets	Copper	Swinging reversible (Chamberlain)	Lacquer	215	Model B 119.50
<b>L. M. Decker Co. 4228 Florence Blvd. Omaha, Neb.</b>	Decker-Rullman 95-Cabinet	Dasher copper	6 sheets	Copper tinned	Swinging reversible	Blue and white	185	145.00
	59-B Wood Frame	Dasher copper	6 sheets	Copper tinned	Swinging reversible	Copper and green	172	81.00
	60 Channel Iron Frame	Dasher copper	6 sheets	Copper	Swinging reversible	Copper and green		110.00
<b>Delite Mfg. Co. 120 Beach St. Bryan, Ohio</b>	Delite Stave Leg—6-W	Agitator	8 sheets	Wood	Swinging reversible	Natural	210	69.75
	Delite Metal Frame—4-W	Agitator	8 sheets	Wood	Swinging reversible	Natural	225	82.50
	Delite—C-28	Bottom agitator	8 sheets	Copper nickeled	Swinging reversible	Lacquered apple green	200	110.00
<b>Dexter Co. Fairfield, Iowa</b>	Dexter—44-E	Submerged agitator aluminum	8 sheets	Copper nickeled in and out	Swinging reversible	Nickel and green enamel	212	155.00
	Dexter—NA-5-E	Floating agitator aluminum	8 sheets	Copper nickeled in and out	Swinging reversible	Nickel and green enamel	202	125.00
	Dexter—55-E	Floating agitator aluminum	8 sheets	Copper	Swinging reversible	Copper and green enamel	190	99.50

## Washers—Continued

## Appliance

Manufacturer	Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
<b>Dexter Company—</b> <i>Continued</i>	Dexter—NA-35-E	Floating agitator aluminum	8 sheets each	Two tubs copper nickeled	Swinging reversible	Nickel and green enamel	283	\$175.00
	Dexter—65-E	Floating agitator aluminum	8 sheets each	Two tubs copper nickeled	Swinging reversible	Copper and green enamel	262	149.00
	Dexter Duchess—9-E	Floating agitator aluminum	8 sheets each	Wood	Swinging reversible	Natural and gold bronze	223	95.00
	Dexter Special—6-E	Dolly	8 sheets	Wood stave leg	Swinging reversible	Natural and gold bronze	220	85.00
	Dexter Long Bench—30-E	Floating agitator aluminum	8 sheets	Wood	Swinging reversible	Natural and gold bronze	268	107.00
	Dexter—20-E	Floating agitator aluminum	8 sheets each	Two tubs wood	Swinging reversible	Natural and gold bronze	312	135.00
	Dexter—70-E	Submerged agitator	6 sheets	Copper nickeled in. and out.	Swinging reversible	Nickel, green and vermillion	210	65.00
<b>Easiest Way Mfg. Co.</b> Sandusky, Ohio	Easiest Way—25	Oscillating tub	6 sheets	Copper tinned	Swinging reversible	Copper and gray enamel	280	125.00
	Easiest Way—20	Agitator	6 sheets	Copper tinned	Swinging reversible	Copper and gray enamel	220	110.00
	Easiest Way—11	Agitator	6 sheets	Wood	Swinging reversible	Natural and gray enamel	220	95.00
<b>Eden Washer Corp.</b> 225 W. 34th St. New York, N. Y.	Eden—DeLuxe	Rotating reversing cylinder nickel	8 sheets	Copper	Swinging reversible (Lovell rolls)	Gray lacquer	250	165.00
	Edenette—Portable	Vacuum cup	1 sheet or 6 shirts	Aluminex	None	Light gray	20 net	49.50
<b>Federal Electric Co.</b> Chicago, Ill.	Federal Spinner	Agitator	8 sheets	Vitreous enamel	Centrifugal	Cream, gray, green trim	242½	
	Fedelco	Agitator	6 sheets	Vitreous enamel	Swinging reversible	Cream, gray, green trim	220	
<b>Fem Company</b> Portland, Ore.	Fem—DeLuxe	Piston	6 sheets	Copper and brass nickeled	None	Brass and copper nickeled	21	65.00
	Fem—Round	Piston	10 sheets	None—uses round galvanized tub	None	Brass and copper nickeled	19	58.00
	Fem—Tray	Piston	15 sheets	None—uses tray 12x20 in.	None	Brass and copper nickeled	18	55.00
<b>Foote-Burt Co.</b> 13,000 St. Clair Ave. Cleveland, Ohio	Bell Vacuum	Vacuum cups	*6 lbs. dry	Copper nickeled	Swinging reversible (Lovell)	Copper and brown	250	99.50
	Beil Agitator	Submerged agitator	*60 lbs., dry	Copper nickeled	Swinging reversible (Lovell)	Copper and green	250	99.50
*Per hour.								
<b>Freed-Elsemann Radio Corp.,</b> Junius St. and Liberty Ave. Brooklyn, N. Y.	Turbax	Circulating water, portable	3 sheets 30 sheets per hour	None—Uses any stationary tub	None	Nickel and black	22 net	69.50
<b>Gainaday Electric Co.</b> Pittsburgh, Pa.	Gainaday	Agitator, no moving parts inside tub	10 lbs. dry	Copper tinned	Swinging reversible (Lovell rolls)	Aluminum, blue trim	230	155.00 West of Rockies 165.00
<b>Galvin Electric Mfg. Co.</b> 3314 S. Broadway See Adv. P. 185	Galvin Midget Portable	Agitator	3 sheet	Copper	Demountable (Lovell)	Duco	75	66.00
<b>P. A. Geler Co.</b> 540 E. 105th St. Cleveland, Ohio	Royal	Vacuum cups	Depending on tubs used	None—Uses stationary tubs	Stationary reversible		130	145.00
<b>Getz Power Washer Co.</b> Morton, Ill.	American Beauty Full Cabinet—Duplex-30	Submerged agitator aluminum	8 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	245	155.00
	American Beauty—40	Submerged agitator aluminum	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	200	125.00
	Flash—70	Submerged agitator	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	200	99.50
<b>Geyser Electric Co.</b> 5701 N. Clark St. Chicago, Ill.	Geyser—5	Rotating zinc cylinder and submerged propeller	3 sheets	Galvanized steel	Hand stationary	Gray enamel	77 net	75.00
	Geyser—7-S	Rotating zinc cylinder and submerged propeller	6 sheets	Galvanized steel	Swinging reversible	Gray enamel	185 net	125.00
	Geyser—8-S	Rotating zinc cylinder and submerged propeller	6 sheets	Copper	Swinging reversible	Copper and gray enamel	185 net	145.00
	Geyser—9-S	Rotating zinc cylinder and submerged propeller	9 sheets	Galvanized steel	Swinging reversible	Gray enamel	195 net	155.00
	Geyser—10-S	Rotating zinc cylinder and submerged propeller	9 sheets	Copper	Swinging reversible	Copper and gray	195 net	175.00
<b>Geo. C. Graham</b> 915 Boylston St., Boston, Mass. (Made by Coffield Washer Co., Dayton, Ohio)	The Graham Washer	Scrubber, automatic ejector pump	8 lbs., dry	Armco metal, vitreous enamel in.	Swinging reversible (Lovell)	Polished aluminum and gray enamel	230	165.00
<b>Graybar Electric Co.</b> Lexington Ave. and 43rd St., New York City	Graybar—12	Submerged agitator aluminum, two speed	8 lbs., dry	Protected porcelain	Swinging reversible	Two tone gray or black and white, nickel trim	250	165.00 East of Rockies 175.00 West
	Graybar—Whirliday, J	Agitator container	2 lbs., dry	Zinc coated steel	Spinner basket	Gray	55	59.50 East of Rockies 62.50 West
<b>Grinnell Washing Machine Corp.</b> Grinnell, Iowa Gas engine, \$140.00.	Laundry Queen	Submerged agitator	6 sheets	Copper	Swinging reversible (Lovell)	Nile green and apple green	193	89.50
<b>Haag Brothers Co.</b> Peoria, Ill.  See Adv. P. 37	Haag Vortex—75-E	Submerged agitator	8 sheets	Pressed aluminum	Swinging reversible	Green lacquer	220½	160.00
	Haag Vortex—70-E	Submerged agitator	8 sheets	Copper, galv. iron jacket	Swinging reversible	Gray lacquer	222	155.00
	Haag—80-E	Submerged agitator	6 sheets	Copper	Swinging reversible	Gray lacquer	203½	99.50
	Haag Nuway, 10-E	Floating agitator	6 sheets	Wood	Swinging reversible	Natural	245½	89.50
	Haag Nuway—10-P	Floating agitator	6 sheets	Wood	Swinging reversible	Natural	206½	53.50
	Haag Nuway—55-E	Floating agitator	6 sheets	Twin wood tubs	Swinging reversible	Natural	325½	117.00
	Haag Nuway—Twin 55P	Floating agitator	6 sheets per tub	Twin wood tubs	Swinging reversible	Natural	287½	75.00

Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
<b>Handi Appliance Corp.</b> Buffalo, N. Y.	Handi-Washer—Electric Portable	Rotary reversing cylinder aluminum	8 mens' shirts	Aluminum	Hand wringer (Lovell)	Aluminum	33	\$64.50
<b>Wallace B. Hart</b> 8 E. 34th St. New York, N. Y.	Hart Arora—Medium	Vacuum cups	36 sheets per hour	None—Uses 2 stationary tubs	Detachable reversible	Gray enamel and natural wood	335	275.00
	Hart Arora—Large	Vacuum cups	42 sheets per hour	None—Uses 2 stationary tubs	Detachable reversible	Gray enamel and natural wood	375	325.00
<b>Hirschy Company</b> 259 S. First Ave. East Duluth, Minn. Also available gas engined.	Zenith—E, cabinet	Aluminum Floating agitator Soft rubber hands		Heavy drawn aluminum	Swinging reversible	Spring green		165.00
<b>Hoe Corp.</b> Poughkeepsie, N. Y.	Merryway	Vacuum cups	Depending on tub used	None—Uses any tub	Swinging reversible (Lovell)	Lt. gray enamel	127	98.00
<b>Horton Mfg. Co.,</b> Fort Wayne, Ind.	Horton—40-C	Vacuum cup	8 sheets	Copper	Swinging reversible (Lovell rolls)	Copper	302	140.00
	Horton 40-V	Vacuum cup	8 sheets	Vitreous enamel	Swinging reversible (Lovell rolls)	white	302	155.00
	Horton—36-63	Submerged agitator, aluminum	6 sheets	Copper	Swinging reversible (Lovell rolls)	Brown and cream or green and cream	238	125.00
	Horton—36-73	Submerged agitator, aluminum	6 sheets	Copper	Swinging reversible (Lovell rolls)	White and green or white and brown	254	140.00
<b>Hurley Machine Co.,</b> Div. of <b>Electric Household</b> <b>Utilities Corp.</b> 22nd St. and 54th Ave. Chicago, Ill.	New Thor—2	Agitator	6 sheets	Enamel	Swinging reversible	East India buff	191	129.50
	Thor—8	Rotary reversing cylinder luminoid	8 sheets	Tinned copper	Swinging reversible	White duco	297	167.50
	Thor—28	Rotary reversing cylinder copper	18 dry lbs.	Tinned copper	Stationary reversible	Gray	422	275.00
<b>Johnson Washer Co.</b> 40 and Adeline Sts. Oakland, Calif.	Johnson Multi-Speed	Submerged agitator aluminum 2-speed	6 sheets	Copper nickeled steel jacket	Swinging reversible Cast Aluminum	Lacquer enamel	210	165.00 in Far East
	Johnson Single-Speed	Submerged agitator, aluminum	6 sheets	Copper nickeled steel jacket	Swinging reversible (Chamberlain)	Lacquer enamel	210	139.00 in Far West
<b>Keystone Washing Machine Co.,</b> Shoemakersville, Pa.	Keystone	Submerged agitator aluminum	8 sheets	Copper nickeled	Swinging reversible (Lovell)	Copper, gray, blue or ivory lacquer	250	140.00
<b>Klean Kwik Washer Corp.</b> Cedar Falls, Iowa	Klean Kwik—50	Vacuum	6 sheets	Copper	Swinging reversible (Chamberlain all-metal)	Gray or green	183	79.50
<b>Kohler Company</b> Kohler, Wisconsin	Kohler of Kohler	Impeller	6 sheets	Iron, enameled	Swinging reversible (Lovell)	Enamel	375	189.65
<b>Landers, Frary and Clark,</b> 47 Center St., New Britain, Conn.	Universal—E-1940	Rotary reversing cylinder	8 sheets	Copper nickeled	Swinging reversible	Blue enamel	325	149.50
	Roto-verso E-411	Rotary oscillating tub	7 lbs. dry	Copper nickeled	Swinging reversible	Gray lacquer	235	155.00
	Universal Washer and Dryer—1750	Submerged agitator	7 lbs., dry	Copper nickeled	Centrifugal, in separate cylinder	Blue, enamel	285	175.00
	Universal Apartment Model—1250	Submerged agitator	6 lbs., dry	Copper nickeled	Swinging reversible	Blue, enamel	210	99.50
<b>Maytag Company,</b> Newton, Iowa	Maytag Aluminum Washer	Submerged agitator	50 lbs. dry per hour	Cast aluminum	Swinging reversible	Gray lacquer	231	Not given
<b>Meadows Mfg. Co.,</b> Bloomington, Ill.	Meadows—H	Submerged agitator bakelite vane	8 lbs. dry	Copper with steel jacket	Swinging reversible	Gray enamel	230	155.00
<b>Minier Mfg. Co.</b> Peoria, Ill.	Block	Submerged agitator	6 sheets	Cast aluminum	Drop forged, quick release (Chamberlain)	Lacquer, old ivory	205	160.00
<b>Modern Laundry Machine Co.,</b> 1635 Cleveland Ave., Kansas City, Mo.	Mola—101	Agitator aluminum with heater	10 lbs. dry	Copper	Swinging reversible	Copper nickel trim	233	155.00
	Mola	Cylinder iron, Aluminum or copper with heater	8 sheets	Galv. iron or copper	Swinging reversible	Gray enamel	261	145.00—Aluminum cylinder 160.00 Copper cylinder 165.00
<b>National Motor Co.,</b> Springfield, Ohio	National—25	Dolly aluminum	6 sheets	Wood	Swinging reversible (Lovell)	Natural	200	85.00
	National—30	Floating agitator	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Copper and green lacquer	195	115.00
	National—35	Agitator		Copper nickeled	Swinging reversible (Lovell)	Lavender lacquer	215	125.00
<b>National Sales &amp; Mfg. Co.,</b> Des Moines, Iowa	Eveready Sta-Hot	Disc	8 sheets	Copper	Four coil springs, balloon rolls	Copper and gray enamel	225	124.50
<b>National Sewing Machine Co.,</b> Belvidere, Ill.	Electric Home—34 with extensions	Floating agitator	6 sheets	Wood	Swinging reversible (Lovell)	Natural and aluminum paint		Not given
	Electric Home—42 with extensions	Floating agitator	6 sheets	Copper tinned	Swinging reversible (Lovell)	Copper and aluminum paint		Not given
	Electric Home—44 Stave Leg	Floating agitator	6 sheets	Wood	Swinging reversible (Lovell)	Natural		Not given
<b>1900 Washer Co.</b> Binghamton, N. Y.	"1900" Whirlpool—A See Cover Ado.	Submerged single vane circulator	8 lbs., dry	Nickeled copper steel	Swinging reversible (Lovell Rolls)	Nickel and gray	235	160.00
<b>One Minute Mfg. Co.,</b> Newton, Iowa See Adv. P. 168	One Minute—52	Vertical rotary oscillating tub	6 sheets	Copper	Swinging reversible	Enamel		155.00 Less than 100.00
	One Minute—60	Turbinator		Copper	Swinging reversible			
<b>Pine Thrig Machine Co.,</b> Oshkosh, Wisc.	Ihrig Cabinet	Vacuum cups	6 sheets	Copper	Swinging reversible (Lovell)	White and gray enamel	300	90.00
	Lester Cabinet	Agitator	6 sheets	Aluminum	Swinging reversible (Lovell)	White and gray		125.00
<b>Wells H. Press Co.</b> S. La Grange, Ill. *Also available gas-engined.	New Press—26	Gyrator	60 lbs., per hour	Copper	Swinging reversible (Lovell)	Duco colors or copper	195	
<b>Prima Mfg. Co.,</b> Sidney, Ohio 1612 Market St., Philadelphia, Pa. See Adv. P. 151	Prima agitator—K	Submerged agitator	8 sheets	Copper nickeled	Swinging reversible (Neverrush)	White enamel Green trim	251	165.00
	Prima Junior	Submerged agitator	8 sheets	Copper nickeled	Swinging reversible	White enamel, Green trim	251	Not given
<b>Puffer-Hubbard Mfg. Co.,</b> Minneapolis, Minn.	Daylight—E-1	Full size vacuum cup	8 sheets	Copper	Swinging reversible (Lovell)	Copper and gray enamel	240	155.00
	Daylight—28	Submerged agitator hard rubber	8 sheets	Copper nickeled	Swinging reversible (Lovell)	Copper and gray enamel	174	89.50



# Washers—Continued

# Appliance

Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
<b>Richmond Cedar Works,</b> Richmond, Va.	Majestic	Dolly aluminum		White cedar	Swinging reversible	Natural	200	Less than \$100.00
<b>Savage Arms Corp.,</b> Utica, N. Y.	Savage	Spinner basket	10½ lbs. dry	Copper or nickel	None—centrifugal dryer	Copper, white enamel top or nickel	196	Not given
<i>See Adv. P. 40</i>	Savage	Spinner basket	10½ lbs. dry	Galvanized iron dryer	None—centrifugal	White enamel top	196	Not given
<b>Stowit Electric Washer Co.,</b> 633 W. 44th St., New York, N. Y.	Stowit	Rotary reversing cylinder aluminum	6 sheets	None—Uses any stationary tub	Detachable reversible	Aluminum	70	125.00
<b>Sunbeam Electric Mfg. Co.,</b> Evansville, Ind.	Sunbeam-Surf—9	Oscillating tub	9 sheets	Copper	Swinging reversible	Gray	225	155.00
	Sunbeam-Surf—7	Oscillating tub	7 sheets	Copper	Swinging reversible		225	135.00
<b>Sunny Line Appliances, Inc.,</b> Detroit, Mich.	The New Sunnysuds	Agitator nickel	50 lbs. dry	Nickel copper	Swinging reversible (Lovell)	Gray lacquer	205	155.00
	The New Sunnysuds, Companion	Agitator, cast aluminum	50 lbs., dry per hour	Nickel copper	Swinging reversible (Lovell)	Two-tone green	205	99.50
<b>Swanson Household Mfg. Co.,</b> 3243 W. 30th St., Chicago, Ill.	Swan—27	Oscillating tub		Copper	Swinging reversible	Pearl lacquer	290	160.00
	Swan-ette	Submerged propeller agitator aluminum		Tinned copper	Swinging reversible		197	100.00
<b>Syracuse Washing Machine Corp.,</b> Syracuse, N. Y.	Easy—R	Vacuum cup	8 double sheets	Nickel copper	None—centrifugal dryer in separate tank	Copper and black enamel with white Duco outside steel jacket	275	175.00
<i>See Adv. P. 152-153</i>	Easy—M	Vacuum	8 double sheets	Nickel copper	Swinging reversible aluminum frame	Copper and black enamel with white Duco outside steel jacket	235	155.00
	Easy—M	Vacuum	8 double sheets	Syracloy	Swinging reversible metal frame	Syracloy and black enamel, white duco outside steel jacket	235	129.00
<b>Triplex Washing Machine Corp.,</b> 644 W. Lake St., Chicago, Ill.	Triplex—A	Submerged agitator aluminum	7½ lbs. dry	Nickel copper	None—centrifugal dryer in separate tank	White porcelain and nickel	250	175.00
<b>Trojan Manufacturing Co.,</b> Erie, Pa.	Trojan	Rotating vacuum cups	6 sheets	Copper tinned	Swinging reversible	French gray enamel and copper	294	160.00
<b>United Engine Co.</b> Lansing, Mich.	United—13	Dolly	6 sheets	Wood	Swinging reversible	Natural		
	United—12	Dolly	6 sheets each	2 tubs wood	Swinging reversible	Natural		
	United Supreme	Agitator	6 sheets each	Copper	Swinging reversible	Copper		
<b>Upton Machine Co.</b> St. Joseph, Mich.	Upton—38	Submerged agitator aluminum	6 sheets	Nickel copper	Swinging reversible (Lovell)	Copper, jade green	255	100.00
<b>Vac-A-Tap Co.,</b> Holland, Mich.	Vac-A-Tap	Submerged impellor	8 lbs. dry	Manganese aluminum	Swinging reversible (Lovell)	Green lacquer	185	
<b>Voss Bros. Mfg. Co.,</b> Davenport, Iowa	Voss Floto-Plane E-50	Floating aluminum agitator	6 sheets	Copper	Swinging reversible (Lovell Rolls)	Copper and light green	220	99.00
	Voss Floto-Plane E-25	Floating aluminum agitator	6 sheets	Copper	Swinging reversible (Lovell Rolls)	Copper and light green	214	79.50
<b>Vulcan Mfg. Co.</b> 1511 Cypress St.	Faultless Aluminum-F	Agitator inverted aluminum	6 sheets	Cast aluminum	Swinging reversible (Lovell Rolls)	Tan duco, green lacquer	236	160.00
<b>Whirldry Corp., The</b> New Haven, Conn.	Whirldry—C	Agitator and flowing water, zinc alloy nickel	50 lbs. dry per hour	Copper nickel	None—centrifugal dryer copper nickel	Copper and white enamel	190	165.00
	Whirldry—J	Oscillating basket	15 lbs., dry, per hour	Galvanized metal	Centrifugal, copper nickel	Colored Valspar	55	59.50
<b>Williams, White &amp; Co.</b> Moline, Ill.	Yandell—A	Compression agitator	6 sheets	Stainless steel	Pneumatic dryer	Lacquer	200	165.00
	Yandell—B	Compression agitator	6 sheets	Nickel copper	Pneumatic dryer	Lacquer	180	99.50
<b>H. E. Williamson Co.</b> 5811 So. Riverside Dr. Los Angeles, Cal.	California Maid	Revolving cylinder	6 sheets	Galvanized and copper	Swinging reversible	Gray	190	85.00
	Electray	Tray, vac. cp	4 sheets	Fits any wash tray	Swinging reversible	Gray	140	90.00
<b>Woodrow Washing Machine Co.,</b> Pella, Iowa	Woodrow—2	Floating disc	5 sheets	Wood	*Swinging reversible	Natural	235	107.50
	Woodrow—8	Floating disc	6 sheets	Copper	Swinging reversible	Copper	234	120.00
	Woodrow—6	Floating disc	5 sheets each	Two tubs, wood	Swinging reversible	Natural	336	137.50
	Woodrow—12	Floating disc	6 sheets each	Two tubs, copper	Swinging reversible	Copper	337	165.00
	Woodrow—20	Vertical rotary oscillating tub	5 sheets	Copper	Swinging reversible	Aluminum bronze	252	155.00
	Woodrow—30	Agitator	Standard	Copper	Swinging reversible		175	Less than 100.00

\*Lovell, all models).

## Water Heaters

<b>Acorn Heater Corp.,</b> Bridgeport, Conn.	Instantaneous single Faucet models	Instantaneous faucet	No tank, 45 to 270 gal. per hr., 125° according to model	Faucet control	Nickel	22	\$65.00
	Instantaneous—4 faucet models	Instantaneous	No tank, 45 to 75 gal. per hr., 125° according to model	Automatic	Black	65	125.00
	Instantaneous—Large home models	Instantaneous	No tank, 75 to 11,000 to 270 gal. per hr., 125° according to model	Automatic	Black	85	225.00

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
<b>Automatic Electric Heater Co.</b> 1706 Race St. Philadelphia, Pa.	Sepco—1830	Storage	18 gal.	3,000	Automatic temperature	Gray enamel	280	\$134.50
	Sepco—1845	Storage	18 gal.	4,500	Automatic temperature	Gray enamel	280	(220 V., 139.00) (110 V., 149.00)
	Sepco—1015	Storage	10 gal.	1,500	Automatic temperature	Gray enamel	220	97.50
	Sepco—1030	Storage	10 gal.	3,000	Automatic temperature	Gray enamel	220	105.00
	Sepco—4045	Storage	40 gal.	4,500	Automatic temperature	Gray enamel	480	(220 V., 169.00) (110 V., 179.00)
	Sepco—6050	Storage	60 gal.	5,000	Automatic temperature	Gray enamel	510	(220 V., 250.00) (110 V., 260.00)
	Sepco—460	Storage	40 gal.	600		Colors \$2 extra Gray enamel	480	184.00
	Sepco—410	Storage	40 gal.	1,000		Colors \$2 extra Gray enamel	480	185.00
	Sepco—413	Storage	40 gal.	1,300		Colors \$2 extra Gray enamel	480	186.00
	Sepco—415	Storage	40 gal.	1,500		Colors \$2 extra Gray enamel	480	187.00
	Sepco—660	Storage	60 gal.	600		Colors \$2 extra Gray enamel	510	229.00
	Sepco—610	Storage	60 gal.	1,000		Colors \$2 extra Gray enamel	510	230.00
	Sepco—613	Storage	60 gal.	1,300		Colors \$2 extra Gray enamel	510	231.00
	Sepco—615	Storage	60 gal.	1,500		Colors \$2 extra Gray enamel	510	232.00
	Sepco—3415	Circulation	Side arm only for 30-40 gal.	1,500	Automatic temperature	Black enamel	55	47.50
	Sepco—3430	Circulation	Side arm only for 30-40 gals.	3,000	Automatic temperature	Black enamel	67	52.50
	Sepco—3440	Circulation	Side arm only for 30-40 gals.	4,000	Automatic temperature	Black enamel	67	(220 V., 55.00) (110 V., 65.00)
	Sepco—3450	Circulation	Side arm only for 30-40 gals.	5,000	Automatic temperature	Black enamel	67	(220 V., 75.00) (110 V., 85.00)
	Sepco—4315	Circulation	Side arm only for 30-40 gals.	1,500	Non-automatic	Black enamel	55	42.50
	Sepco—4330	Circulation	Side arm only for 30-40 gals.	3,000	Non-automatic	Black enamel	67	45.00
	Sepco—4340	Circulation	Side arm only for 30-40 gals.	4,000	Non-automatic	Black enamel	67	47.50
	Sepco—4350	Circulation	Side arm only for 30-40 gals.	5,000	Non-automatic	Black enamel	67	55.00
	Sepco—700 Cabinet	Storage, (Fits beneath range)	18 gal.	3,000	(Load limiting switch)	White enamel	270	145.00
(Resistance material: Nichrome IV)								
<b>Chicago Automatic Elec. Boiler Co.</b> Chicago, Ill.	Chicago D-3 Automatic D-5	Circulation, Electrode unit	Side arm only		Automatic surge	Gray enamel	50	80.00
						Gray enamel	50	85.00
<b>Clark Electric Water Heater</b> Division of McGraw Electric Co., Omaha, Nebr.	Clark	Storage	3 gal.	2,000	Automatic	Asbestos	71	Not given
	Clark	Storage	5 gal.	3,000	Automatic	Asbestos	87	Not given
	Clark	Storage	7 gal.	4,000	Automatic	Asbestos	101	Not given
	Clark	Storage	10 gal.	5,000	Automatic	Asbestos	130	Not given
	Clark	Storage	15 gal.	5,000	Automatic	Asbestos	180	Not given
	Clark	Storage	20 gal.	5,000	Automatic	Asbestos	230	Not given
	Clark	Storage	30 gal.	5,000	Automatic	Asbestos	320	Not given
	Clark	Storage	40 gal.	5,000	Automatic	Asbestos	400	Not given
	Clark	Storage	50 gal.	5,000	Automatic	Asbestos	500	Not given
	Clark	Storage	20 gal.	1,000	Automatic	Steel shell	240	Not given
	Clark	Storage	30 gal.	1,000	Automatic	Steel shell	340	Not given
	Clark	Storage	40 gal.	1,000	Automatic	Steel shell	436	Not given
	Clark	Storage	50 gal.	1,000	Automatic	Steel shell	540	Not given
	Clark	Storage	60 gal.	1,000	Automatic	Steel shell	650	Not given
	Clark	Storage	75 gal.	1,000	Automatic	Steel shell	720	Not given
	Clark	Circulation		3,000	Automatic	Steel shell	20	Not given
	Clark	Circulation		5,000	Automatic	Steel shell	20	Not given
(Resistance material: Chromel A, Nichrome IV)								
<b>Cook Elec. Heating Co.</b> 717 Frankfort Ave. Cleveland, Ohio	Cook	Storage	10 gal.		1-heat switch, time \$25 extra			85.00
	Cook	Storage	20 gal.		1-heat switch, time \$25 extra			125.00
	Cook	Storage	30 gal.		1-heat switch, time \$25 extra			165.00
	Cook	Storage	2 gal.		1-heat switch, time \$25 extra			65.00
	Cook	Storage	1 qt.		1-heat switch, time \$25 extra			25.00
<b>Duraelectric Corp.</b> Pittsburgh, Pa.	Duraelectric	Circulation	Side arm only	750	3-heat switch \$3 extra	Aluminum	16 net	26.50
	Duraelectric	Circulation	Side arm only	1,000	3-heat switch \$3 extra	Aluminum	16 net	27.00
	Duraelectric	Circulation	Side arm only	1,500	3-heat switch \$3 extra	Aluminum	16 net	30.00
	Duraelectric	Circulation	Side arm only	2,000	3-heat switch \$3 extra	Aluminum	25 net	38.50
	Duraelectric	Circulation	Side arm only	2,500	3-heat switch \$3 extra	Aluminum	25 net	40.00
	Duraelectric	Circulation	Side arm only	3,000	3-heat switch \$3 extra	Aluminum	25 net	42.50
	Duraelectric	Circulation	Side arm only	3,000	3-heat switch \$3 extra	Aluminum	25 net	42.50
<b>Edison Electric Appliance Co.</b> 5600 W. Taylor St. Chicago, Ill.	Hotpoint—W-28	Storage	10 gal.	1,000 or 2,000	Automatic temperature	Gray enamel insulated	200	Not given
	Hotpoint—W-29	Storage	18 gal.	2,000, 3,000 or 5,000	Automatic temperature	Gray enamel insulated	250	Not given
	Hotpoint—W-30	Storage	30 gal.	2,000, 3,000 or 5,000	Automatic temperature	Gray enamel insulated	310	Not given
	Hotpoint—W52	Storage	52 gal.	1,000, 2,000, 3,000, 5,000	Automatic temperature			
	Hotpoint—117 W-23	Circulation	Side arm only	750	1-heat switch	Aluminum	32	Not given
	Hotpoint—111 W-23	Circulation	Side arm only	1,000	1-heat switch	Aluminum	32	Not given
	Hotpoint—132 W-23	Circulation	Side arm only	2,000	3-heat switch	Aluminum	36	Not given
	Hotpoint—133 W-23	Circulation	Side arm only	3,000	3-heat switch	Aluminum	36	Not given
	Hotpoint—135 W-23	Circulation	Side arm only	5,000	3-heat switch	Aluminum	42	Not given
	Hotpoint—117 W-24	Circulation	Side arm only	750, A.C. only	Automatic temperature	Aluminum	36	Not given
	Hotpoint—111 W-24	Circulation	Side arm only	1,000, A.C. only	Automatic temperature	Aluminum	36	Not given
	Hotpoint—132 W-24	Circulation	Side arm only	2,000, A.C. only	Automatic temperature	Aluminum	40	Not given
	Hotpoint—133 W-24	Circulation	Side arm only	3,000, A.C. only	Automatic temperature	Aluminum	40	Not given
	Hotpoint—135 W-24	Circulation	Side arm only	5,000, A.C. only	Automatic temperature	Aluminum	48	Not given

# Water Heaters, Continued

# Appliance

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lib.	Retail Price
Edison Elect. Appliance Co. <i>Continued</i>	Hotpoint—W-22	Storage insert	Heater only	600, 750, or 1,000	None	Black	3	Not given
	Hotpoint—W-21	Storage insert	Heater only	2,000, 3,000 or 5,000	None	Black	5, 7 and 9	Not given
(Resistance Material: Nichrome Chrome)								
Electric Heating & Mfg. Co. 6 Ave. N. at Harrison Seattle, Wash.	Coppersert—C-6	Storage insert	Heater only	600	None		9	\$18.00
	Coppersert—C-7	Storage insert	Heater only	750	None		9	20.00
	Coppersert—C-10	Storage insert	Heater only	1,000	None		9	22.00
	Coppersert—C-15	Storage insert	Heater only	1,500	None		9	24.00
	Coppersert—C-20	Storage insert	Heater only	2,000	None		9	25.00
	Tri—A	Circulation	Side arm only	4,000	Thermostat	Gray	22	55.00
	Tri—A	Circulation	Side arm only	2,500	Without Thermostat	Gray	12	20.00
Everhot Electric & Mfg., Co. 116 Llewellyn St. Los Angeles, Cal.	Everhot—B	Storage insert	Heater only	750 or 1,000	Auto. temp. \$21 extra			20.00, 1,000 watts 21.00
	Everhot—B	Storage insert	Heater only	1,500 or 2,000	Auto. temp. \$21 extra			22.00, 2,000 watts 23.00
	Everhot—B	Storage insert	Heater only	3,000 or 4,000	Auto. temp. \$19 and \$20 extra			27.00, 4,000 watts 30.00
	Everhot—B	Storage insert	Heater only	5,000 or 6,000	Auto. temp. \$18 extra			34.00, 6,000 watts 40.00
	Everhot—I	Circulation	Side arm only	1,500 or 2,000	Semi auto. temp. full auto. \$5 extra	Insulated		43.00, 2,000 watts 44.00
	Everhot—I	Circulation	Side arm only	3,000 or 4,000	Semi auto. temp., full auto. \$5 extra	Insulated		46.00, 4,000 watts 50.00
	Everhot—I	Circulation	Side arm only	5,000 or 6,000	Semi auto. temp., full auto. \$5 extra	Insulated		52.00, 6,000 watts 57.00
	Everhot—M	Circulation	24 or 30 gal.	3,000	Semi auto. temp., full auto. \$5 extra	Insulated		110.00; 30 gal., 112.00
	Everhot—M	Circulation	24 or 30 gal.	4,000	Semi auto. temp., full auto. \$5 extra	Insulated	240, 270	114.00; 20 gal., 116.00
	Everhot—M	Circulation	24 or 30 gal.	5,000	Semi auto. temp., full auto. \$5 extra	Insulated	240, 270	117.00; 30 gal. 118.00
	Everhot—M	Circulation	40 or 52 gal.	3,000	Semi auto. temp., full auto. \$5 extra	Insulated	315, 390	125.00; 52 gal. 142.00
	Everhot—M	Circulation	40 or 52 gal.	4,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	315, 390	129.00; 52 gal. 146.00
	Everhot—M	Circulation	40 or 52 gal.	5,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	315, 390	131.00; 52 gal. 148.00
	Everhot—L	Storage	5 or 10 gal.	650	Automatic temperature	Insulated	90, 110	70.00; 10 gal. 80.00
	Everhot—L	Storage	5 or 10 gal.	1,000	Automatic temperature	Insulated	90, 110	72.00; 10 gal. 82.00
	Everhot—L	Storage	5 or 10 gal.	1,500	Automatic temperature	Insulated	90, 110	75.00; 10 gal. 85.00
	Everhot—L	Storage	5 or 10 gal.	2,000	Automatic temperature	Insulated	90, 110	77.00; 10 gal. 87.00
	Everhot—L	Storage	5 or 10 gal.	3,000	Automatic temperature	Insulated	90, 110	82.00; 10 gal. 92.00
	Everhot—L	Storage	18 gal.	650	Automatic temperature	Insulated	210	105.00
	Everhot—L	Storage	18, 24 or 30 gal.	1,000	Automatic temperature	Insulated	210, 240, 270	108.00, 24 gal. 114.00
				1,500	Automatic temperature	Insulated		30 gal. 116.00
	Everhot—L	Storage	18, 24, 30 or 40 gal.	2,000	Automatic temperature	Insulated	210, 240, 270	113.00, 24 gal. 119.00
	Everhot—L	Storage	18, 24 or 30 gal.	3,000	Automatic temperature	Insulated	210, 240, 270	121.00, 40 gal. 131.00
	Everhot—L	Storage	40, 52 or 66 gal.	3,000	Automatic temperature	Insulated	210, 240, 270	118.00, 24 gal. 124.00
	Everhot—L	Storage	18, 24, 30, 40 or 52 or 66 gal.	4,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	136.00, 52 gal. 156.00
	Everhot—L	Storage	18, 24, 30, 40, 52 or 66 gal.	5,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	136.00, 52 gal. 156.00
	Everhot—L	Storage	52 or 66 gal.	6,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	130 gal. 140.00
	Everhot—K	Circulation	24 or 30 gal.	2,000	Semi auto. temp., full auto. \$5 extra	Insulated	300, 325	122.00, 24 gal. 128.00
	Everhot—K	Circulation	24, 30, 40 or 52 gal.	3,000	Semi auto. temp., full auto. \$5 extra	Insulated	300, 335, 405	130.00, 40 gal. 140.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	4,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	300, 335, 405	147.00, 52 gal. 167.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	5,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	300, 335, 405	131.00, 30 gal. 136.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	151.00, 52 gal. 171.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	5,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	300, 335, 405	66 gal. 196.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	133.00, 30 gal. 138.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	153.00, 52 gal. 173.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	66 gal. 198.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	158.00, 52 gal. 178.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp., full auto. \$5 extra	Insulated	460, 540	66 gal. 203.00
(Resistance Material: Chromel A, Nichrome IV)								
Fort Wayne Engineering & Manufacturing Co., Fort Wayne, Ind.	Paul, A	Storage	18 gal.	3,000	Thermostat	Lacquer	230	130
(Resistance material: Chromel A)								
Gas and Electric Heater Co., LaPorte, Ind.	Invincible—20	Storage	20 gal.	3,000	Automatic temperature	Coburn gray	175	115.00
	Invincible—35	Storage	35 gal.	3,000	Automatic temperature	Coburn gray	250	135.00
	Invincible—50	Storage	50 gal.	3,000	Automatic temperature	Coburn gray	370	215.00
	Gem—15	Storage	15 gal.	3,000, 4,000	None	Coburn gray	100	55.00
	Gem—20	Storage	20 gal.	3,000, 4,000	None	Coburn gray	115	67.50
	Red Arrow	Tank	None	Up to 5,000	None	Galvanized	60	40.00
Hynes & Cox Elec. Corp. 406 N. Pearl St. Albany, N. Y.	Red Crown—A-10	Storage	5 gal.	1,000	Automatic temperature	Gray enamel insulated	120	85.00
	Red Crown—D-10	Storage	15 gal.	1,000	Automatic temperature	Gray enamel insulated	245	127.50
	Red Crown	Storage	15 gal.	2,000	Automatic temperature	Gray enamel insulated	255	137.50
	Duostat—D-2010	Storage	30 gal.	1,000	Automatic temperature	Gray enamel insulated	400	188.00
	Red Crown	Storage	30 gal.	2,000	Automatic temperature	Gray enamel insulated	410	198.00
	Duostat—B-1050	Storage	30 gal.	3,000	Automatic temperature	Gray enamel insulated	420	208.00
	Red Crown—B-30	Storage	30 gal.	3,000	Automatic temperature	Gray enamel insulated	425	218.00
	Red Crown—B-40	Storage	30 gal.	4,000	Automatic temperature	Gray enamel insulated	600	238.00
	Red Crown	Storage	60 gal.	1,000	Automatic temperature	Gray enamel insulated	610	248.00
	Duostat—C-1050	Storage	60 gal.	2,000	Automatic temperature	Gray enamel insulated	620	258.00
	Red Crown—C-2010	Storage	60 gal.	3,000	Automatic temperature	Gray enamel insulated	625	268.00
	Red Crown—C-30	Storage	60 gal.	4,000	Automatic temperature	Gray enamel insulated		
	Red Crown—C-40	Storage	60 gal.	4,000	Automatic temperature	Gray enamel insulated		
	Red Crown—C-40	Storage	60 gal.	4,000	Automatic temperature	Gray enamel insulated		



Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
<b>A. J. Lindemann &amp; Hoverson Co.</b> Milwaukee, Wis.  <i>See Adv. P. 178</i>	L & H Electric—1102	Circulation	Side arm only	2,000	Automatic temperature	Gray lacquer	25	\$48.00
	L & H Electric—1103	Circulation	Side arm only	3,000	Automatic temperature	Gray lacquer	25	51.00
	L & H Electric—1122	Circulation	Side arm only	2,000	Automatic temperature	Gray lacquer	25	48.00
	L & H Electric—1123	Circulation	Side arm only	3,000	Automatic temperature	Gray lacquer	25	51.00
	L & H Electric—1125	Circulation	Side arm only	5,000	Automatic temperature	Gray lacquer	25	63.00
	L & H Electric—1002	Circulation	Side arm only	2,000	Non-automatic	Gray lacquer	25	33.00
	L & H Electric—1003	Circulation	Side arm only	3,000	N n-automatic	Gray lacquer	25	36.00
	L & H Electric—1022	Circulation	Side arm only	2,000	Non-automatic	Gray lacquer	25	33.00
	L & H Electric—1023	Circulation	Side arm only	3,000	Non-automatic	Gray lacquer	25	36.00
	L & H Electric—1025	Circulation	Side arm only	5,000	Non-automatic	Gray lacquer	25	40.00
	L & H Electric—1007	Storage insert	Heater only	750 w.	Non-automatic		3	7.50
	L & H Electric—1011	Storage insert	Heater only	1,000	Non-automatic		3	8.00
	L & H Electric—1027	Storage insert	Heater only	750 w.	Non-automatic		3	7.50
	L & H Electric—1021	Storage insert	Heater only	1,000	Non-automatic		3	8.00
	L & H Electric—1210	Storage	10 gal.	750 to 5,000	Non-automatic	Nile green	158	96.00
	L & H Electric—1225	Storage	25 gal.	750 to 5,000	Non-automatic	Nile green	289	125.00
	L & H Electric—1253	Storage	53 gal.	750 to 5,000	Non-automatic	Nile green	445	195.00
(Resistance material: Chromel A)								
<b>Majestic Electric Appliance Co.</b> 1705 Allegheny Ave. Philadelphia Pa. and 590 Folsom St., San Francisco, Calif.	Majestic—1815	Storage continuous	18 gal.	\$1,500	Automatic temperature	White enamel	180	125.00
	Majestic—1830	Storage continuous	18 gal.	3,000	Automatic temperature	White enamel	180	135.00
	Majestic—2415	Storage continuous	24 gal.	1,500	Automatic temperature	White enamel	212	133.00
	Majestic—2430	Storage continuous	24 gal.	3,000	Automatic temperature	White enamel	213	143.00
	Majestic—3015	Storage continuous	30 gal.	1,500	Automatic temperature	White enamel	253	140.00
	Majestic—3030	Storage continuous	30 gal.	3,000	Automatic temperature	White enamel	254	150.00
	Majestic—4015	Storage continuous	40 gal.	1,500	Automatic temperature	White enamel	257	155.00
	Majestic—4030	Storage continuous	40 gal.	3,000	Automatic temperature	White enamel	258	160.00
	Majestic—1860	Storage intermittent	18 gal.	6,000	Automatic temperature	White enamel	180	150.00
	Majestic—2460	Storage intermittent	24 gal.	6,000	Automatic temperature	White enamel	212	158.00
	Majestic—3060	Storage intermittent	30 gal.	6,000	Automatic temperature	White enamel	253	165.00
	Majestic—4060	Storage intermittent	40 gal.	6,000	Automatic temperature	White enamel	258	175.00
	Majestic—241050	Storage 5 gal. con.	24 gal.	Upper 1,000 Lower 5,000	Automatic temperature	White enamel	217	168.00
	Majestic—60-CA	Circulation	Side arm only	6,000	1-heat switch	White enamel	55	95.00
	Majestic—6th	Side outlet insert	Heater only	600	Automatic temperature	White enamel	84	25.00
	Majestic—7th	Side outlet insert	Heater only	750	Automatic temperature	White enamel	84	27.50
	Majestic—10th	Side outlet insert	Heater only	1,000	Automatic temperature	White enamel	94	30.00
	Majestic—15th	Side outlet insert	Heater only	1,500	Automatic temperature	White enamel	94	33.00
(Resistance Material: Chromalox)								
<b>Red Spot Elec. Co. Inc.</b> 4312 S. Tacoma Way Tacoma, Wash.	Red Spot (A.C.)	Circulation	Side arm only	600 to 15,000	1-heat switch	Silver	3	20.00 to 22.00
	Red Spot—P	Circulation	Side arm only	600 to 1,000	None	Aluminum	4 1/2	12.00 to 13.00
	Red Spot—M	Insert	Insert	600 to 1,000	None	Aluminum	2	7.50 to 8.50
(Resistance Material: Nichrome)								
<b>Safety Water Heater Co.</b> 2234 Fullerton Ave. Chicago, Ill.	Radke Little Brute	Storage	10 gal.	1,500	Automatic temperature	Gray enamel insulated	150	115.00 (220 v.) 125.00
	Radke	Storage	15 gal.	1,500	Automatic temperature	Gray enamel insulated	307	168.00 (220 v.) 178.00
	Radke	Storage	24 gal.	1,500 (220 v.)	Automatic temperature	Gray enamel insulated	320	218.00
	Radke	Storage	40 gal.	(220 v.)	Automatic temperature	Gray enamel insulated		245.00
	Radke	Storage	60 gal.	(220 v.)	Automatic temperature	Gray enamel insulated		270.00
<b>Standard Electric Stove Co.</b> 1714 N. 12 St. Toledo, Ohio	Standard—C-66	Circulation	6 gal.	660	1-heat switch	Gray and black	60 net	36.00
	Standard—C-136	Circulation	6 gal.	1,320	3-heat switch	Gray and black	70 net	44.00
	Standard—C-68	Circulation	8 gal.	660	1-heat switch	Gray and black	68 net	39.00
	Standard—C-138	Circulation	8 gal.	1,320	3-heat switch	Gray and black	80 net	47.00
	Standard—C-268	Circulation	8 gal.	2,640	3-heat switches	Gray and black	90 net	72.00
	Standard—C-1312	Circulation	12 gal.	1,320	3-heat switch	Gray and black	90 net	53.00
	Standard—C-2612	Circulation	12 gal.	2,640	3-heat switch	Gray and black	100 net	78.00
	Standard—C-6	Circulation	Side arm only for 8 gal. tank	660	1-heat switch	Black	28 net	16.00
	Standard—C-13	Circulation	Side arm only for 15 gal. tanks	1,320	3-heat switch	Black	32 net	26.00
	Standard—C-26	Circulation	Side arm only for 30 gal. tanks	2,640	3-heat switch	Black	50 net	47.00
	Standard—C-39	Circulation	Side arm only for 90 gal. tanks	3,960	3-heat switches	Black	60 net	62.00
	Standard—CA-26	Circulation	Side arm only	2,640		Black enamel	120 net	80.00
(Resistance Material: Chromel A, Nichrome IV)								
<b>Strauss Mfg. Co.</b> 904 Hadley St. Milwaukee, Wis.	Strauss	Circulation	Side arm only	3,000 or 5,000	Automatic temperature	Copper	70	88.50
	Strauss	Storage	18 gal.	3,000 or 5,000	Automatic temperature		150	135.00
(Resistance Material: Nichrome IV)								
<b>Thermogray Co.</b> Jefferson, Iowa	Thermogray	Storage	42 to 120 gal.	600 to 4,000	Automatic temperature	Opex armour gray		150.00 to 205.00
(Resistance Material: Calrod)								
<b>H. G. Weeks Mfg. Co.</b> Goshen, Ind.	Weeks—177	Circulation	Side arm only for 12 gal. tank	1,000	3-heat switch	Black enamel	38	35.00
	Weeks—277	Circulation	Side arm only for 20 gal. tank	2,000	3-heat switch	Black enamel	38	35.00
	Weeks—377	Circulation	Side arm only for 30 gal. tank	3,000	3-heat switch	Black enamel	38	35.00
<b>Wesix, Incorporated</b> Rialto Bldg. San Francisco Cal.	Wesix—30-3	Circulation 3 gal. auxiliary storage	Side arm with valve	3,000	Automatic temperature	Gray insulated	75	92.50
	Wesix—50-3	Circulation 3 gal. auxiliary storage	Side arm with valve	5,000	Automatic temperature	Gray insulated	75	95.00
	Wesix—75	Circulation	Side arm only	7,500	Automatic temperature	Gray insulated	60	105.00
	Wesix—60	Circulation	Side arm only	6,000	Automatic temperature	Gray insulated	55	85.00
	Wesix—50	Circulation	Side arm only	5,000	Automatic temperature	Gray insulated	45	65.00
	Wesix—30	Circulation	Side arm only	3,000	Automatic temperature	Gray insulated	45	60.00
	Wesix—20	Circulation	Side arm only	2,000	Automatic temperature	Gray insulated	40	52.25
	Wesix—10	Circulation	Side arm only	1,000	Automatic temperature	Gray insulated	35	44.25
	Wesix—7 1/2	Circulation	Side arm only	750	Automatic temperature	Gray insulated	35	41.50
	Wesix	Storage	2 gal.	1,000	Automatic temperature	Gray insulated		50.00
	Wesix	Storage	4 gal.	1,000	Automatic temperature	Gray insulated		75.00

# New MERCHANDISE

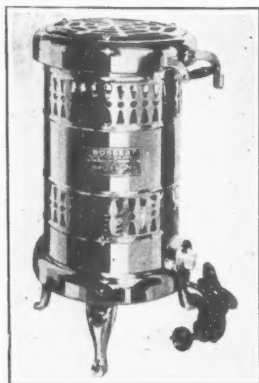
*Items to Widen Selection of Electrical Christmas Giftware*



**"Speedway" Kitchen Outfit**

A new servant for the kitchen is the "Speedway Wife Saver" of the Electro Magnetic Tool Company, 19th and 52nd Streets, Cicero, Ill.

This new outfit consists of the motor and flexible shaft, a dough and batter mixer, cream whipper and egg beater, glass mixing bowl, juice extractor, beverage mixer, buffer and arbor, emery wheel and arbor, scratch-brush and two supporting hooks. The machine is so very light that it can be moved from place to place in the kitchen and hung on wall hooks in convenient locations for its various uses. All accessories are interchangeable. The intended price of the outfit, complete, is \$65; without extractor, \$55; extractor only, \$12.—*Electrical Merchandising*, December, 1928.



**"Bossert" Heater**

Two heats are provided with the "Duplex" heater of the Bossert Corporation, Utica, N. Y.—660 and 1,000 watts.

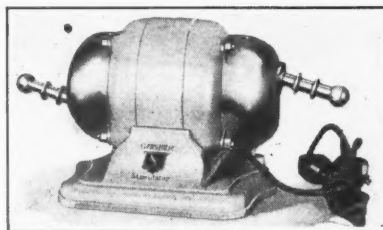
This "Duplex" heater is of the circulating air type, for warming small and medium-sized rooms. It is 13½ in. wide, including legs, 18½ in. high and weighs 4½ lb. It has convenient handle for carrying and holding cord. Copper and nickel finish. Intended retail price, \$10.—*Electrical Merchandising*, December, 1928.

**"Graybar Stimulator"**

In the new "Stimulator" announced by the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, the stimulating action is obtained from angularly disposed spindles which make a conical path about the axis of motor rotation. Three positions of eccentric motion or three degrees of stimulation are available.

Two straps or belts are furnished, a wide one and a narrow one, fitted with leather ends, the holes in the leather ends fitting over the spindle sleeves.

The stimulator weighs 40 lb. The motor sets firmly in and is fastened to a heavy base which has a felt padding on the bottom. One end of an adjustable anchoring strap fastens over "thimbles" at the rear of the base while the other end which has a footman's loop can be fastened to the floor or baseboard by two screws. The base and motor are finished in old ivory while the shroud housing is polished aluminum and other metal parts nickel plated. The intended list price is \$59.50 east of the Rockies and \$65 west.—*Electrical Merchandising*, December, 1928.



**"Domino" Corn Popper**

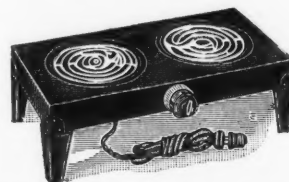
In the new "Domino" corn popper brought out by the Dominion Electrical Company, 712 Ontario Avenue West, Minneapolis, Minn., a large or small amount of corn, as desired, may be popped. It operates from the ordinary lighting circuit. The popper is 8½ in. high and 10½ in. wide. It is known as No. 75 and, in nickel finish, retails for \$3.50, in black polished steel, \$3.—*Electrical Merchandising*, December, 1928.



**"Armstrong" Wall Outlet Range**

No special wiring is required for the new wall outlet range brought out by the Armstrong Electric & Manufacturing Company, Huntington, W. Va. This new range has two Chromalox top burners of the reflector type, 660 watts each and a large oven, 14 in. x 14 in. x 19½ in., with two 660-watt elements. The top element of the oven is adjustable to three positions of height, to localize the heat to most efficient use. The capacity of the range is 1320 with one cord, attached to one wall outlet and 2640 watts with two cords. Where two outlets are available from two different house circuits, the switch panel wiring can be changed in a few minutes to double the range's capacity. With this simple change, by using another cord and plug, all four elements or any combination of the four, may be used at one time, with a capacity of 2640 watts. The oven has temperature indicator.

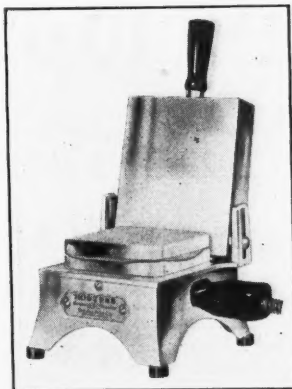
The finish is china-white baked-on porcelain enamel with grey enamel trim and legs. Intended retail price, \$98.50.—*Electrical Merchandising*, December, 1928.



**4-Heat "Star-Rite" Stove**

A two-burner, 4-heat kitchenette plate is a new "Star-Rite" appliance of the Fitzgerald Manufacturing Company, Torrington, Conn. With four distinct heats, practically any cooking temperature can be obtained, from a low, warming heat to a quick-action, intense heat of 1,000 watts. The new plate, No. 826, is made of heavy gauge metal, finished in black enamel. It is 18 in. long, 6 in. high and 9 in. wide. Furnished for 110 to 220 volts. Intended retail price, \$5.50.—*Electrical Merchandising*, December, 1928.

## New Electrical Merchandise



### Household Sandwich Toaster

Twenty seconds is all the time required to toast a complete sandwich in the new "Hostess" sandwich toaster of the All Rite Company, Rushville, Ind. Three-decker sandwiches, two-decker, single pieces of toast and wafer-thin Melba toast can be accommodated by this new toaster. It measures 5½ in. x 6 in. x 4½ in. high. It is made of solid cast aluminum, highly polished and is equipped with switch plug. The intended retail price, \$10.—*Electrical Merchandising*, December, 1928.



### "Dover" Aluminum Percolators

Three sizes (4-cup, 6-cup and 8-cup) are included in the new line of percolators announced by the Dover Manufacturing Company, Dover, Ohio. Each percolator has the Vea "No-Burn-Out" heating unit and is covered by the Dover Insurance Policy. The intended retail prices range from \$2.95 to \$5. Each percolator is packed complete with cord in individual carton, six to a shipping container, made up of two red, two black and two green-colored handles. The illustration shows percolators 524 and 528.—*Electrical Merchandising*, December, 1928.

### Prices Reduced on Mazda Miniature Lamps

Effective December 1, the following price reduction on Mazda miniature lamps,—popular-type automobile and flashlight lamps, has been announced. These new prices, the General Electric Company points out, are 52 percent under 1914 prices. The price changes are: Mazda 1, from 10c. to 9c.; 1110, from 29c. to 27c.; 1129 and 1130, from 27c. to 25c.; 1158, from 28c. to 26c.; and 81 and 82 from 16c. to 13c.—*Electrical Merchandising*, December, 1928.

### "Star-Rite" Mixer

Another new "Star-Rite" appliance to make its appearance is the electric mixer, designed to whip eggs and cream, and to mix mayonnaise, light batters, etc.

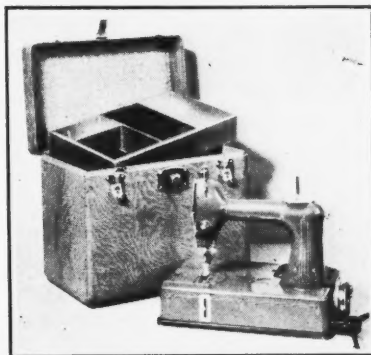
The mixer has universal motor, 110 volts and may also be had for 220 volts. The base is cast iron, finished in aluminum color and is 6½ in. in diameter. Rubber feet on base and a rubber mat beneath the bowl prevents creeping of the device when in operation. The arm or mixer is adjustable to 12½ in. in height, a thumb-screw arrangement at the top of the arm permitting adjustment of motor and agitator to any desired angle. The agitator has four separate beaters, one above the other, about 1 in. apart. A heavy glass mixing bowl, marked for oz., cups and pt. measurements is included in the equipment, as well as a 7-ft. cord with feed-through switch and 2-piece plug. The intended retail price is \$10. Fitzgerald Manufacturing Company, Torrington, Conn.—*Electrical Merchandising*, December, 1928.



### Small Portable Sewing Machine

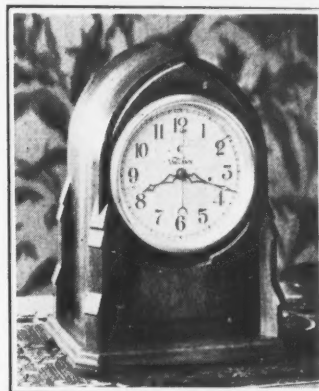
Portable in fact as well as in name is the new "Sewhandy" sewing machine developed by the Standard Sewing Machine Company, 245 Seventh Avenue, New York City. This new little machine weighs less than 12 lb., including motor and but 19 lb. in its washable leatherette case.

The machine is of the rotary gear-driven type, and is claimed to be practically vibrationless, even on a light table, at top speed. It has improved round bobbin and open hook mechanism. General Electric motor. Motor and all parts are hidden in the base and the arm of the machine, providing the utmost in cleanliness. The machine may be had in finishes of marine blue, larch green or ashes of roses. A handy sewing light is provided. The case is of washable leatherette. The extreme length of the case is but 13 in. Its intended retail price is \$67.50.—*Electrical Merchandising*, December, 1928.



### "Fuller" Dishwasher

Every kind of dish, from the finest china to metal kitchen utensils are washed in the new "Fuller" dishwasher of the Fuller Brush Company, Hartford, Conn. But a tea kettle of water is required to wash the dishes in this machine. The water is forced in fine needle-like sprays against every surface of the dishes, washing them thoroughly. The dishes are also rinsed and dried. The machine fills and empties itself into the sink. It is portable and easy to move about. The intended retail price is \$115.—*Electrical Merchandising*, December, 1928.



### "Telechron" Clock

Illustrated is "Jefferson," Model 603, one of the many new case designs offered by the Warren Telechron Company, Ashland, Mass. This new case is in mahogany finish, Spanish high-lighted. It is 11½ in. high, 9¼ in. wide and has 6-in. silvered dial. The intended list price is \$48.—*Electrical Merchandising*, December, 1928.

### "Hewitt" Heating Pad

In the new "Hewitt" No. 46 heating pad of the Hewitt Electric & Manufacturing Company, 44 Brookline Street, Cambridge, Mass., the heating element, instead of having a short length of high resistance wire running at a relatively high temperature, has a long length of low resistance wire which runs at correspondingly low temperature. The pad at no time runs higher than 15 deg. above the setting of the thermostats, the manufacturer points out. The heating element covers the entire pad area.

Six temperatures are available, one side of the pad being designed to run about 20 deg. lower than the other, thus, with the master heat control, the user has the choice of six temperatures.

The pad measures 12 in. x 15 in. and is rated at 60 watts. The intended list price is \$8.—*Electrical Merchandising*, December, 1928.



# The Firing Line News.

New York

"For the Man at the Sales Front"

December, 1928

## Law Now N. Y. Edison's Acting Commercial Manager

Long Active with  
Associations

NEW YORK, N. Y.—Clarence L. Law has been appointed acting general commercial manager by Matthew S. Sloan, who recently became president of the large Metropolitan combine. Law began his career with the company in 1906 as a special inspector in the contract and inspection department. Five years later he was appointed manager of the Bureau of Illuminating Engineering in the same department and since that date he has forged steadily ahead through the offices of assistant to the general commercial manager, assistant to the vice-president, Yonkers Electric Light and Power Company and assistant to the vice-president in charge of commercial relations, N. Y. Edison Company, the position which he leaves for his new berth.

Mr. Law is past president of the Illuminating Engineering Society, a member of the board of governors of the Electrical Board of Trade of New York and vice-president of the New York Electrical League. He has had a varied experience, as well, with the National Electric Light Association and in the Empire State Gas and Electric Association, serving both associations in various important capacities.

## Sam W. Phelps Heads Sales for Sweeper-Vac

The M. S. Wright Company, Manufacturers of the Sweeper-Vac Electric Cleaner, Make an Important Announcement of New Personnel

WORCESTER, MASS.—Dwight C. Daniels, formerly production manager with the Norton Company, has been appointed General Manager. The new General Sales Manager is Sam W. Phelps, one of the best known men in the electric appliance business. Mr. Phelps brings to the Sweeper-Vac sixteen years of acquaintanceship and sales experience in the appliance field. Geoff Powers continues as Sales Promotion Manager.

The officers of the corporation are: President, Henry H. Wright; treasurer, E. Stanley Wright; secretary, Clifford L. Wright; and vice-president and assistant treasurer, Clayton M. Wright.

## The Dignity of Law



Clarence L. Law, recently appointed general commercial manager of the N. Y. Edison Company is here shown resting—temporarily—on his laurels.

## Sackett Exclusively Wholesale

BUFFALO, N. Y.—The H. I. Sackett Electric Company, which has operated one of the largest electrical department stores in this section since 1896, is shortly to go out of the retail business and will devote its entire time to wholesale activities. On and after May 1, 1929, the company will occupy a new building now in the course of construction and will be exclusively wholesale.

## Eidlitz Leaves N. Y. Trade Board

Retires After 5½ Years as Chairman of Board

NEW YORK, N. Y.—Charles L. Eidlitz, generally recognized as the guiding light of the Electrical Board of Trade of New York, has resigned as chairman of the board of governors of that organization after five and one-half years of service. His resignation takes effect on Dec. 31.

## League Managers Will Stage Mid-Winter Confab in Cleveland

Official Headquarters, The Statler—Sessions at Electric League Headquarters

## Hotpoint Dealers Vie For Xmas Window Display Prizes

Contests to Promote Better Pre-Holiday Displays in Progress

CHICAGO, ILL.—Dealers handling Hotpoint Edison electric ranges are apparently hard at it, especially in the middle west, designing and putting into effect display windows which are being entered in the pre-holiday prize contests sponsored by district distributors—\$300 in cash has been offered by the Lake States General Electric Supply Co.; G-Q Electric Company, Milwaukee; Northwest General Electric Supply Co., St. Paul; General Electric Supply Co., Springfield; and the Central States General Electric Supply Company of Chicago. These companies have pooled interests to stimulate display-making before the holidays and have appointed three judges to select the winning window on the basis of photos submitted before Christmas Eve. The judges are: Fred B. Duncan, Lord & Thomas & Logan; Arthur Valaire Fraser, display manager of Marshall Field & Co., and Ray V. Sutcliffe, western editor of *Electrical Merchandising*.

In Cleveland and throughout the Cleveland district a similar contest is under way, \$275 in prizes being supplied for distribution to the winners by the Edison Electric Appliance Company. This contest, open to all dealers who handle the company's new 1929 electric range in lower Michigan, Ohio, Kentucky, West Virginia and the southwestern portion of Pennsylvania, has its judges J. E. North, president of the Electrical League of Cleveland; G. E. Miller, sales manager of the Cleveland Electric Illuminating Company and Frank B. Rae, Jr.

## Schreiber With Standard

TOLEDO, OHIO.—F. W. Schreiber will sell for the Standard Electric Stove Company of this city, visiting distributors and dealers in lower Michigan and in northern Indiana in behalf of the company's electric range, water heater, griddle hotplate and oven business.

CLEVELAND, OHIO.—The Electrical League of Cleveland is dusting off all available camp chairs in preparation for invasion by Electric League secretary-managers from all over the U. S. on Jan. 7, when the League Council holds its mid-winter confab in Cleveland. After consideration of invitations from various cities, the League Council, which met recently in New York, decided to hold its sessions at Cleveland's Electrical League headquarters. Officially, Council members will be at The Statler.

Wiring, Lighting, Appliance Selling and Industrial subjects will be adequately covered at the sessions, there will be few set speeches and visits to Nela Park are scheduled.

## Caswell Heads Monowatt

Elected President of Miller Company Subsidiary

MERIDEN, CONN.—The Miller Company of this city has elected S. C. Caswell president of its subsidiary company, the Monowatt Corporation. Prior to his connection with Monowatt Caswell was general manager of the Federal Lamp Division of the National Lamp Works. Monowatt makes a complete line of wiring devices, particularly for the chain store trade.

## Employees Now Own Graybar Electric

Transfer of Ownership Announced by Western Electric

NEW YORK, N. Y.—Transfer of ownership of the Graybar Electric Company to its 2,500 officers and other employees has just been announced by Edgar S. Bloom, president of the Western Electric Company. The purchase will be consummated through cash and installment payment. Employees are now organizing the Graybar Management Corporation to take over the old company. The company will continue as exclusive agent for Western Electric equipment in this country and will continue to market other electrical products.

# A complete line of oil burners

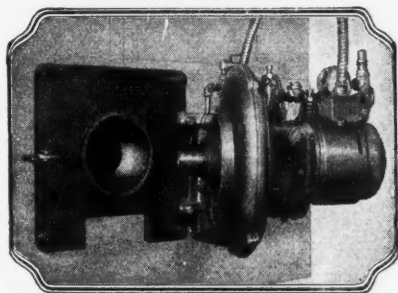
*gives you  
year-'round  
profits*

**E**LECTRICAL dealers faced with dull winter seasons are now offered a sound solution to their sales problem. Winter profits are built up and summer sales increased by electrical dealers handling oil burners.

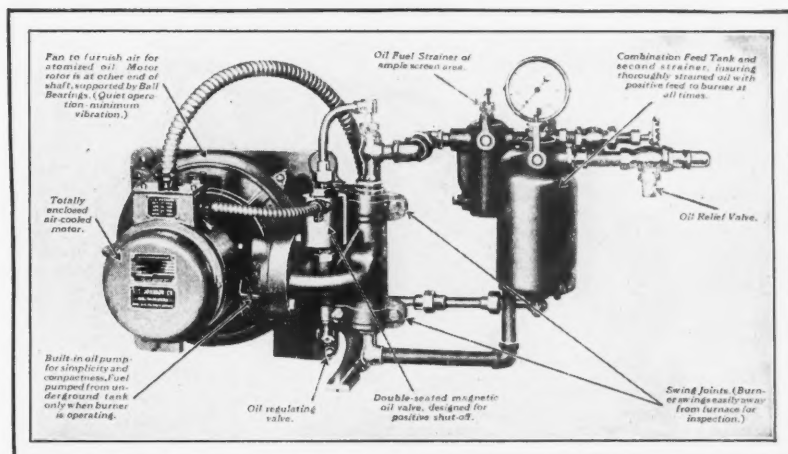
But the man who makes greatest profits selling oil heat is the man who handles a line to meet the requirements of every heating and power need—from the small home to the three acre industrial plant.

Only a complete line of oil burning equipment can bring you profits from every part of town, every month in the year. But in addition to a complete line you should make sure of the dependability of the product and the reliability of its manufacturer.

For more than 23 years, the S. T. Johnson Co., has been successfully engaged in the exclusive manufacture of oil burning equipment. It was the Johnson Oil Burner that won the



Johnson Rotary Burners swing easily out of firing position for inspection.



Combining simplicity with perfection of design and performance the Johnson Rotary automatic oil burner is acknowledged to be an outstanding engineering achievement.

world's highest award at the Sesqui-centennial Exposition at Philadelphia in 1926.

And it is the Johnson Burner that has won the praises of home owners, owners and operators of large buildings, factories and industrial plants from the Pacific to the Atlantic.

The Johnson representative knows he is handling a product that will not be "orphaned." He knows there is the utmost freedom of profit-consuming service calls. He knows his field is not limited, because he is selling oil burning equipment for every heating and power purpose. All of which means more prospects, greater profits.

To the well established dealer we offer a complete merchandising, advertising and sales financing plan.

YOU WILL FIND OUR LOCAL REPRESENTATIVE'S ADDRESS IN YOUR TELEPHONE DIRECTORY

## Oil Burning Equipment for Every Heating and Power Purpose

Johnson Rotary Burners, with either manual, semi-automatic or full automatic control, are made in three styles and six sizes—giving a range of from 250 to 27,800 sq. ft. of steam radiation or the equivalent. We also manufacture natural draft, whirlwind, low pressure air and steam atomizing oil burners; also electric and steam driven pumping and pre-heating equipment.



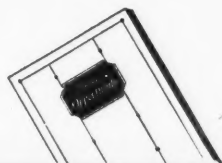
**S. T. JOHNSON CO.**

Main Office and Factory,  
940 Arlington St., Oakland, Calif.  
Factory Branches: San Francisco,  
Sacramento, Stockton, Philadelphia

# JOHNSON OIL BURNERS

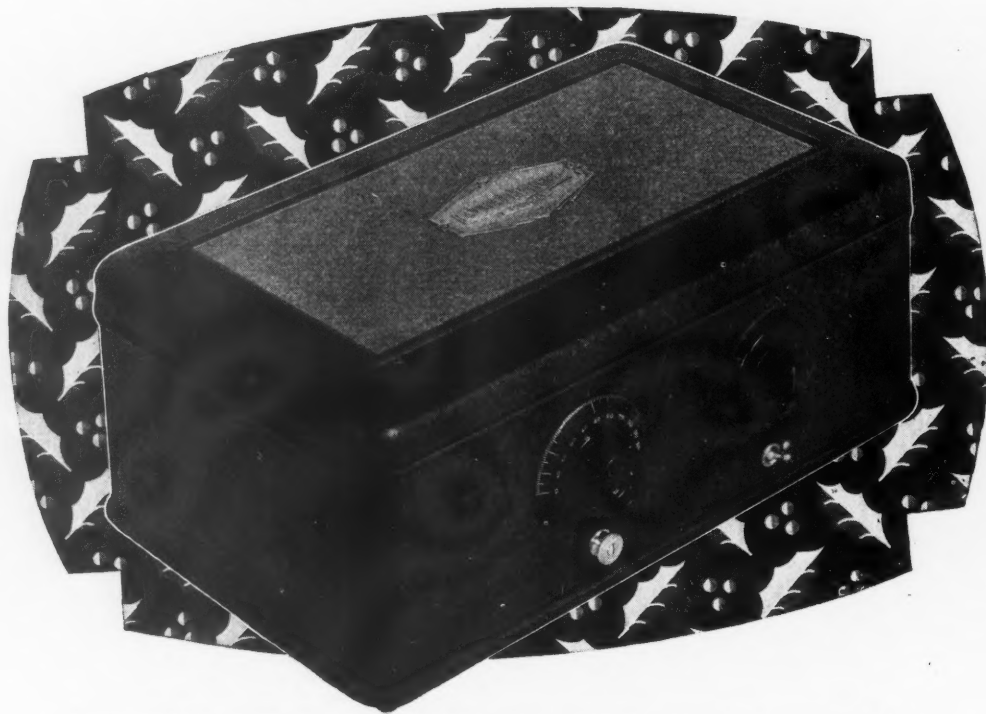
Listed as Standard by the Underwriters' Laboratories

**Send for This New Book—It's Free**  
Profits in the oil burner business are limited only by the market for the burner you represent. Our new booklet, "TODAY'S OPPORTUNITY," tells how you can build a profitable and substantial business. It shows you why the Johnson Franchise offers greater dealer profits. Just write "Today's Opportunity," please—on your letterhead or business card and your copy will be sent without delay.



# ATWATER KENT

## RADIO



**MODEL 40 A. C.** The best-selling radio in the world. More powerful, more sensitive. FULL-VISION Dial. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$77.

**MODEL 41 D. C.** FULL-VISION Dial. For 110-120 volt direct current. Requires five D. C. tubes and two power tubes. Without tubes, \$87.

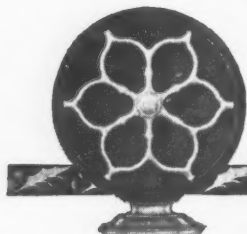
**At Christmas and every other time, Atwater Kent is the most asked for radio. Isn't selling people what they ask for the most profitable as well as the easiest kind of merchandising?**

### ATWATER KENT MANUFACTURING COMPANY

4708 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.

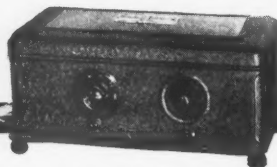
*On the air—every Sunday night—Atwater Kent Radio Hour—listen in!*

*Prices slightly higher west of the Rockies*



#### "RADIO'S TRUEST VOICE"

Atwater Kent Radio Speakers in a variety of beautiful finishes. Models E, E-2 and E-3, same quality, different in size. Each \$20.



**MODEL 42 A. C.** Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design, panelled corners, ball feet. FULL-VISION Dial with over-size numbers. Requires 6 A. C. tubes and 1 rectifying tube. Without tubes, \$86.



**MODEL 44 A. C.** Extra-powerful, extra-sensitive, extra-selective. Crowned lid, panelled corners, ball feet. Automatic line voltage control. Local-distance switch. FULL-VISION Dial with over-size numbers. Requires 7 A. C. tubes and 1 rectifying tube. Without tubes, \$106.



**MODEL 52 A. C.** Combining receiver and speaker in beautiful compact cabinet. FULL-VISION Dial. Uses 6 A. C. tubes and 1 rectifying tube, with automatic line voltage control. Without tubes, \$117.

**THE CHRISTMAS GIFT THEY WON'T FORGET**



# 5 Exclusive McCOY Features

## More Sales—Bigger Profits

At last, the McCoy Healthway Motor! Now you can offer your prospects a portable health motor with five exclusive features—every one of them a compelling selling argument. And the price, \$85.00, (direct current motor slightly higher) is way below the list on other appliances that fall far short of the McCoy in simplicity, design, sturdiness of construction and wide applications.

Note these exclusive McCoy features:

1. **Three Stroke Adjustments:** By simply slipping applicator belt on different hooks you obtain a wide variety of strokes

### Using McCoy Healthway

The picture at the right shows use of the McCoy wide applicator belt for reducing fatty tissue and improving circulation. The McCoy equipment also includes a thin, narrow belt for use around the neck, under the chin and on the arms and legs. Illustration shows belt set on hooks to provide maximum stroke.



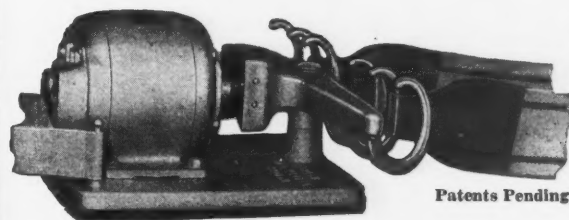
### For General Stimulation

Use of the McCoy Healthway Motor, with plate on oscillating single-tree, for the purpose of general exercise and stimulation, is illustrated below. Sitting on the comfortable saddle-like plate for three minutes produces stimulation and exhilaration equal to that resulting from an hour's canter through the park. All vital organs are thoroughly exercised.



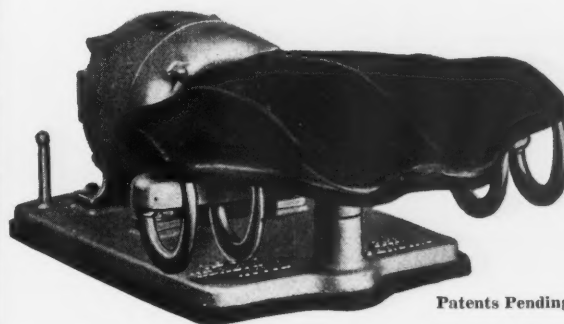
### Foot and Ankle Massage

By resting the feet on plate attached to oscillating single-tree (as shown above) user obtains an invigorating increase in circulation in the feet and ankles, and even up to the knees. The McCoy is the only health motor unit that can be used in this way, or as a "mechanical horse," illustrated above. This feature alone makes the McCoy far more valuable than any other health motor now made.



Patents Pending

The McCoy Healthway Motor, showing wide applicator belt on  $\frac{3}{4}$ -inch (medium) stroke hooks. Inside hooks give  $\frac{1}{4}$ -inch stroke. Outside hooks give  $1\frac{1}{4}$ -inch stroke. Note simplicity of design—how oscillating single tree (only moving part) is driven from  $2\frac{1}{2}$ -inch ballbearing on eccentric on motor shaft and fitted snugly against motor bearing.



Patents Pending

The McCoy Healthway Motor with saddle-like plate, for general exercise and foot massage, attached. Long pins on the plate are simply slipped into holes in oscillating single-tree.

$\frac{1}{4}$ -inch for gentle, soothing massage;  $\frac{1}{2}$ -inch for moderately invigorating vibration;  $1\frac{1}{4}$ -inch for strong, vigorous exercise.

2. **General Stimulation:** Part of the regular McCoy equipment is a large, saddle-like plate—easily fitted to the vibrating bar—on which the user may sit for three minutes and experience stimulation and exhilaration equal to that resulting from an hour's canter through the park.

3. **Foot and Ankle Massage:** By slipping saddle-like plate on vibrator bar and resting feet on it, excellent stimulating of circulation in feet and ankles is obtained.

4. **Only One Moving Part:** Oscillating single-tree, carrying applicator belt hooks, is only moving part on the McCoy. It is driven direct from heavy  $2\frac{1}{2}$ -inch ballbearing (same type as used in auto wheels) fitted on eccentric, securely fastened to motor shaft.

5. **Long, Trouble-Free Service:** There's nothing to get out of order on the McCoy Healthway—no gears, no driving belt, no pulleys. Motor is the famous Robbins & Myers air-cooled type, and entire drive is enclosed—clothes can't catch on any part of it.

The McCoy Healthway Motor is the sturdiest, most complete unit of its kind ever built at any price. Get your order in, and start pocketing the profits it offers you.

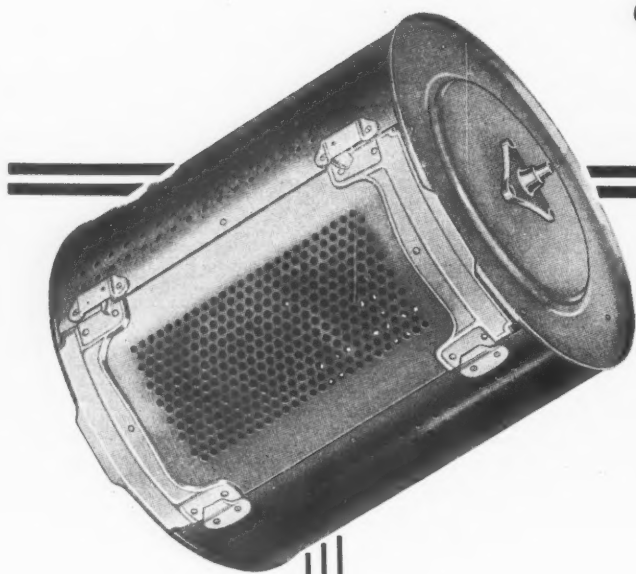
# McCOY HEALTHWAY MOTOR

Manufactured by  
McDowell Manufacturing Co.

Box 5840, Millvale Station,  
Pittsburgh, Pa., U. S. A.

# Washing Machine Cylinder Replacements

will pay a  
big **Profit**



## Special Offer

5 to 50 cylinders

**\$7.75** each

with drive end casting  
attached \$9.50

single orders \$8.50  
with drive end castings  
attached \$10.75

**W**ASHING Machine cylinder replacements offer a real profit when you use these standard cylinders. You can give your customer the same satisfactory job, at a reasonable price and put this service work on a paying basis. It will even pay you to solicit this replacement business.

## CYLINDERS for all Standard Machines

are kept in stock and are shipped promptly on receipt of your order. Made from zinc and guaranteed to give satisfactory service.

Let us tell you more about it. Send the coupon for prices. Prompt action on this will save you money. Wringer rolls of all kinds, prompt shipment. All shipments F.O.B. Chicago.

We have a washing machine cylinder replacement problem for (make)..... model..... Please send complete information at once, we need.....

Name .....

Address .....

City ..... State .....

We are Distributors ..... Dealers .....

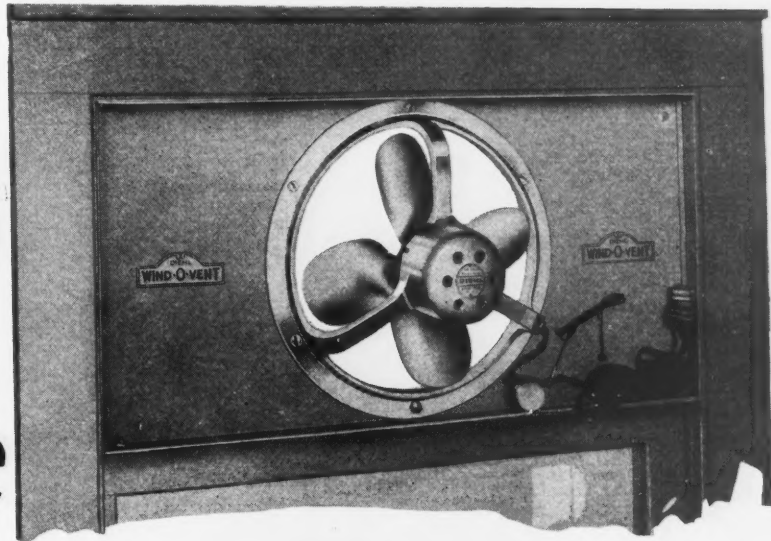
**CHICAGO DIE & STAMPING CO.**

5514 W. Lake St.

CHICAGO, ILLINOIS

**Send the Coupon**

# Announcing The



## DIEHL

# WIND-O-VENT

FOR  
BETTER HOME VENTILATION



Alert dealers are quick to appreciate the sales possibilities and the unlimited market for the Diehl Wind-O-Vent.

Every home, every apartment, every office, shop and store should have at least one installed to keep the air fresh and pure, to draw off the foul dead air, cooking fumes and smoke—especially in the winter when windows are kept closed. The Diehl Wind-O-Vent keeps the air in circulation without lowering the temperature of the room, as is the case when windows are thrown open.

Wind-O-Vent is equipped with a highly efficient and practically noiseless electric fan. Its special shaped propeller delivers 30% to 40% more air than other types. Mountings of highly polished cast aluminum and a panel of pearl gray enamel combine to make the Wind-O-Vent a home appliance of unusual attractiveness.

Wind-O-Vent is easy to install in a few minutes' time and is furnished in sizes to fit any window or transom ranging from 17 inches to 50 inches in width. It does not interfere with the regular opening or closing of the window, top or bottom. It is equipped with a pull switch, conveniently located, also with cord and plug for connection to electric outlet.

There's a very conscious need among your customers for better ventilation in their homes. Wind-O-Vent fulfills this need and its attractive appearance lends itself to any surroundings.

Write and let us tell you more about this sales and profit building appliance.

### Diehl Manufacturing Company

Electrical Division of the SINGER MANUFACTURING CO.

Elizabethport, New Jersey

ATLANTA—BOSTON—CHICAGO—NEW YORK—PHILADELPHIA  
ST. LOUIS—DALLAS—PITTSBURGH—COLUMBUS

# DIEHL



# One Policy

## Whether We Buy or SELL

Domestic Electric's own sources of supply are chosen after the most careful investigation . . . not only of the supplier's *product* but of his organization, and his ability to serve us under any and all conditions.

We believe it is to the advantage of electric appliance manufacturers to make the same kind of investigation in the purchase of motors. More than the product itself . . . more than specifications and a price . . . enters into such a business relationship. The financial position of the motor manufacturer, his organization, equipment and personnel . . . all determine how satisfactory the connection shall be.

We ask no concessions of our own suppliers that we are unwilling to grant to customers. We demand in raw materials only the quality and workmanship that we invariably deliver in finished motors. As a result, we have been able to establish permanent and highly satisfactory relations with our suppliers, which insures favorable prices, high quality of materials, and prompt delivery. These advantages we pass on to our own customers.

The Domestic Electric Company cordially invites anyone interested in the manufacture or sales of household, commercial or industrial appliances powered with fractional horsepower motors to visit the Domestic factory and to inspect our facilities for service.

THE DOMESTIC ELECTRIC COMPANY

7209-25 St. Clair Ave.

Cleveland, Ohio

S M A L L M O T O R M A N U F A C T U R E , , ,



Domestic  
FRACTIONAL HORSEPOWER  
Electric Motors

APPLIANCE ADVISORY ENGINEERING

Q129

# Electric Ranges and Appliances should have dependable control

Electric Ranges or appliances that are equipped with "Diamond H" Heater Switches have reliable and dependable control.

These switches are built by the pioneer switch builder, and his motto has ever been Quality rather than price. It must be the best, mechanically and in materials used.

There is a "Diamond H" Switch for every appliance need.

We illustrate and list here, some of the principal types used on Electric Ranges and appliances.

1794 Heavy Duty Heater Switch, with Bakelite cover for Commercial Electric Ranges and Water Heaters.

18191 Round base Heater Switch for sub panel mounting.

18181 Block type Switch for Bus bar mounting. Fused type.

1863 Single Pole Series Parallel Range Switch. Block type.

1600 Fused Convenience Outlet.

1712 Heater Switch for Hot Plates.

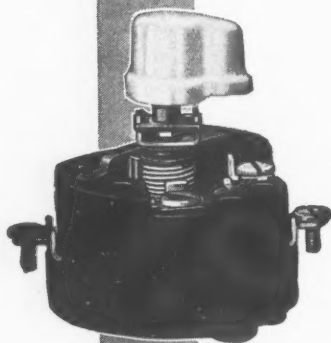
17192 Load Balancing Switch for Electric Ranges.

189922 Round base Heater Switch with fuse.

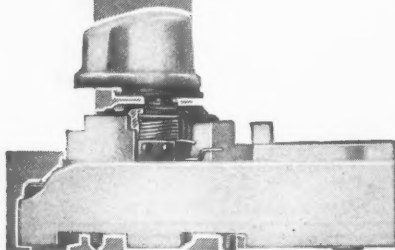
Our engineers are ready at all times to help you in the selection of switches best suited to your products. Write for complete information on our new Load Balancing Switches.



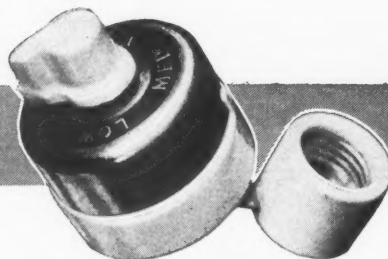
1794



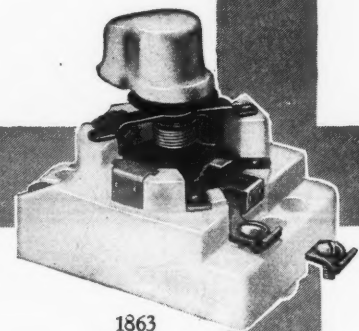
18191



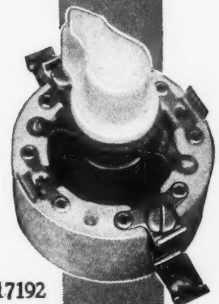
18181



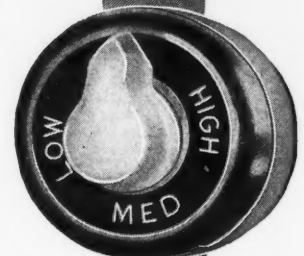
189922



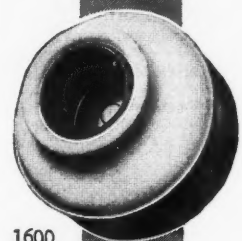
1863



17192



1712



1600

THE HART MANUFACTURING CO.  
HARTFORD, CONN.

CHICAGO

TORONTO

BOSTON

NEW YORK

## DIAMOND H SWITCHES



# Announcing—New Model—Adjustable— **UNIVERSITY**

## EXERCISER and REDUCER

No retail for  
**\$115.**

Wide  
dealer  
discounts

with  
that

### Exclusive University Feature

## 1000 Selective Vibratory Actions

*from a gentle flutter to as vigorous as man can stand*

The University Exerciser and Reducer

**SELLS QUICKER AND EASIER**

its superior advantages are so apparent

It is not a plaything—It is a superior Exerciser built for everlasting service—Fully guaranteed—Equipped with full  $\frac{1}{4}$ -hp. motor—Two speeds. Has no complicated parts. Requires no attention. Operates silently. Is neat, compact, attractive. Handsomely finished in Pearl Gray or Apple Green as desired.

The only machine on the market that may be quickly converted into a portable exerciser by simply removing top from base (see illustrations).

The University Exerciser and Reducer is offered as the improved—most efficient Exerciser on the market and provides ample recompense for sales-wise Dealers.

Manufactured by

**DEVICES CORPORATION**

221 Mt. Auburn Street, Cambridge, Massachusetts

DEVICES CORPORATION, Cambridge, Mass.  
Send at once Details—Discounts etc. about New Model  
University Exerciser.  
Dealer.....  
Street.....  
City.....  
E.M. 28

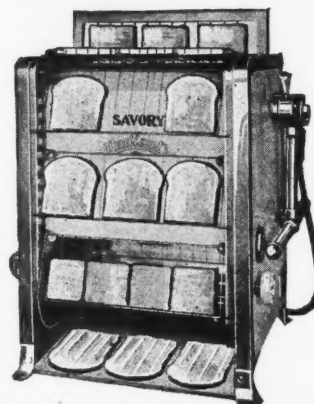
# Go After the Real Business

THE housewife can adopt more or less electric cooking equipment, according to her preference and the state of her purse. But the place that makes a *business* of serving food—whether it is your finest restaurant or only a modest lunch counter—**MUST** install the equipment that makes the greatest profit for it. Any item that saves space, time, labor or expense, or helps to attract more trade and sell more food, becomes a matter of *necessity*, not choice. That's why there's *real* business in supplying Eating Places with the items listed on this page.

## SAVORY ELECTRIC Specialty Cookers

THE various electric Wiener Roasters and Rotisseries shown below are of vital interest to the proprietor of every eating place. They are the most economical equipment he can get from the standpoint of labor, space and operating expense. They help to increase his trade, not only by the delicious flavor they develop in the foods cooked in them, but also because of certain novel features of display. They do away with many faults in older equipment, such as smoke, steam and odor. They sell because they are an improvement over anything on the market.

## SAVORY Automatic Toasters

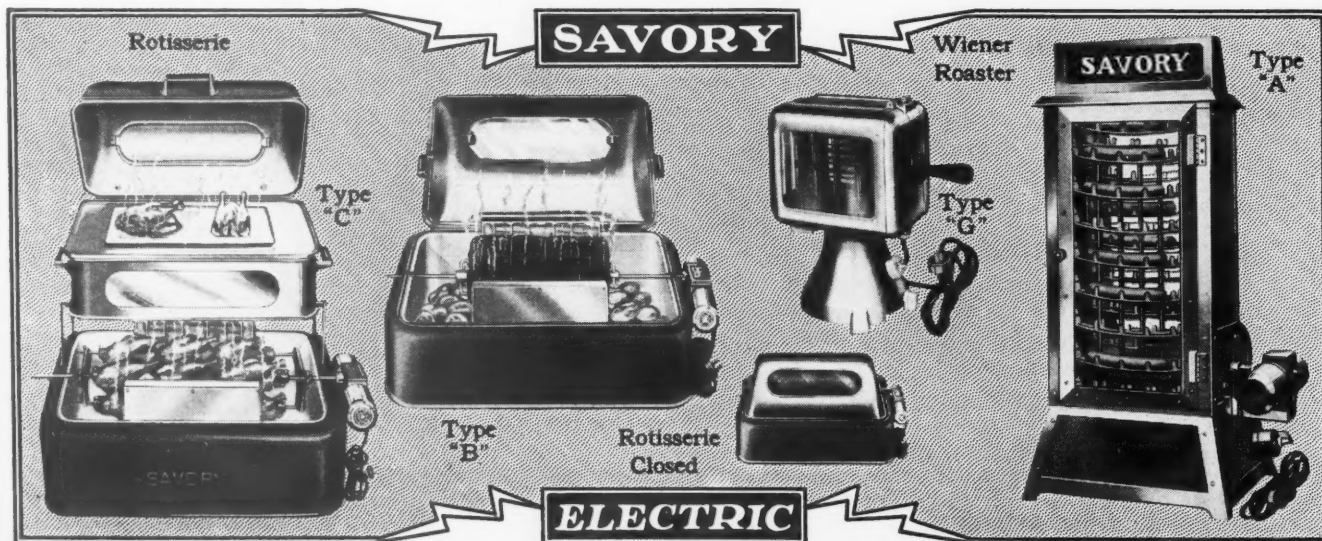


TOAST is the most popular single dish sold in America today. Every restaurant has a toast problem. There are questions of speed, quality, appearance, labor, expense and waste. The SAVORY Radiant Automatic Toaster was designed to answer satisfactorily all of these questions. It has been received with the utmost enthusiasm. Men controlling chains of restaurants, after trying one out, have ordered as many as 20 more for installation in all their places. The marketing possibilities of this toaster are magnificent. It is a real profit item. Built in a complete line of three different sizes.

STORES, soda fountains, restaurants, lunch counters, hotels, delicatessens, barbecues and roadside stands—the biggest list of live prospects in your district today. SAVORY ELECTRIC specialty equipment gives you the key to their trade. Send for complete descriptions on these items. You will see that here is real business with real profits for the electrical dealer who goes after his share.

SAVORY, Inc., Dept. JL, 90 Alabama St. Buffalo, N. Y.

Owned and managed by The Republic Metalware Co. makers of Quality Cooking Equipment for 90 Years



# We don't have to call A Roll of *Chromalox* Customers —they are calling it themselves . . . . .

LOOK at the APPLIANCE INDEX

*Turn to these pages in this issue and see how many leading and well recognized appliance manufacturers are building their products with Chromalox heating units. It's of vital selling interest to you as a good merchant.*

**H**ERE'S WHAT IT MEANS TO YOU, MR. DEALER: The very fact that appliances and heating devices are built with Chromalox heating units—that in itself is a definite guarantee that such products are being made to give your customers the best of performance service.

Besides that, it means that the manufacturers of those products have gone the limit to equip their merchandise with heating units that in turn go the limit to help keep those products sold.

## ***A Real Selling Point for You***

That's why these companies play up the fact that their appliances are Chromalox-equipped, just as automobile manufacturers play up the fact that their cars are built with certain makes of motors or bearings. It's a real selling point for you!

## ***The Reasons Why It Is***

So when the man from the factory or the jobber's salesman comes into your store and tells you that this make of electric range or electric water heater or so-and-so's electric ironer is equipped with Chromalox units, he's simply telling you in the most emphatic way that you can forget about the usual repairs and service calls. Selling such electrical goods means you won't be bothered with those usual comebacks that puts you in wrong with your customers—to say nothing of the way it eats into your profits.

## ***What to Tell Your Customers***

When customers ask you about Chromalox heating units, the story is simply this: They are made by a company whose whole business is that of making electrical heating units—the Edwin L. Wiegand Company of Pittsburgh, Pa. Then go on and tell them about these heating units having a patented construction—resistance wire embedded under 100 tons pressure in a refractory, and completely encased in a metal sheath, then fired at a heat of 1500 degrees F. That's what makes the unequalled operation service possible.

There in a nutshell you have the reason why these heating units go on working for four and five years at a stretch without quitting. That's why Chromalox strip heaters are heating cars on over 220 railways and doing a lot of other tough industrial heating jobs. (Over 150,000 strip heaters on railway heating work alone!)

## ***Most Important Part of Appliance Out of Sight***

Our part in the successful operation of electrically heated products is generally hidden down inside the appliance itself. All of which makes it more important for the heating units to be the best. Leading manufacturers have naturally adopted Chromalox units to insure their products doing their work well, and for a long time, after they have gone over your counter into the homes of your customers.

## ***We Help You Dealers by Constantly Working with Manufacturers***

We are proud of the manufacturers with whom we have worked in an engineering way to help put on the market only products worthy of their company's name and backing. And after we help with the design and proper application of the heating units, our work goes on. It's our job to keep our manufacturing customers supplied with Chromalox heating units in the quantities they require to meet the demand that their products enjoy, because they can be depended on to "perk" the coffee or cook a meal or iron the clothes . . . every time the switch is turned on.

## ***Mail the Coupon***

If you would like to have the list of products built with these trouble-free Chromalox units, it will be sent to you promptly with the names of the manufacturers. There's no obligation, and perhaps this move on your part may put you in touch with companies making products that will help you make more money. Just mail the coupon.

# Chromalox

## ELECTRIC HEATING UNITS

*Tear Out and Mail with Your Business Letterhead*

EDWIN L. WIEGAND COMPANY

422 First Ave., Pittsburgh, Pa.

Yes, we are interested in selling "Trouble-free" appliances and heating devices. Without obligation, please send us the list of products equipped with Chromalox heating units, and the names of companies making them. We are most interested in the products checked below:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Clothes Dryers                        | <input type="checkbox"/> Electric Irons | <input type="checkbox"/> Electric Ironers       |
| <input type="checkbox"/> Hot Plates                            | <input type="checkbox"/> Percolators    | <input type="checkbox"/> Coffee Urns            |
| <input type="checkbox"/> Electric Ranges                       | <input type="checkbox"/> Waffle Bakers  | <input type="checkbox"/> Electric Water Heaters |
| <input type="checkbox"/> Combination Waffle and Pancake Bakers |   |   |

Signed \_\_\_\_\_

Company \_\_\_\_\_

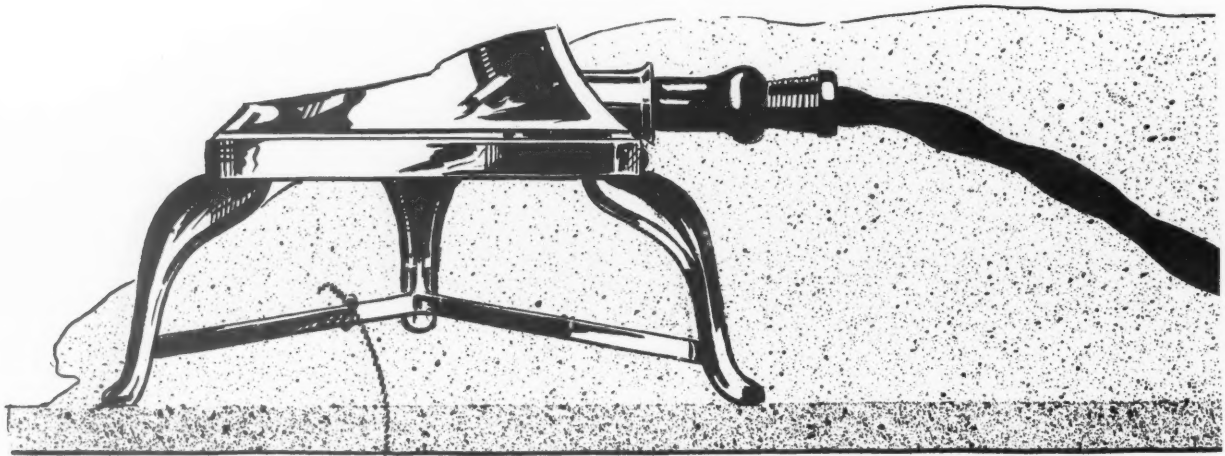
Street and Number \_\_\_\_\_

City and State \_\_\_\_\_

(PLEASE PRINT NAME)

EM-12-28





# *The best ap*

The heating element of  
this appliance is made of



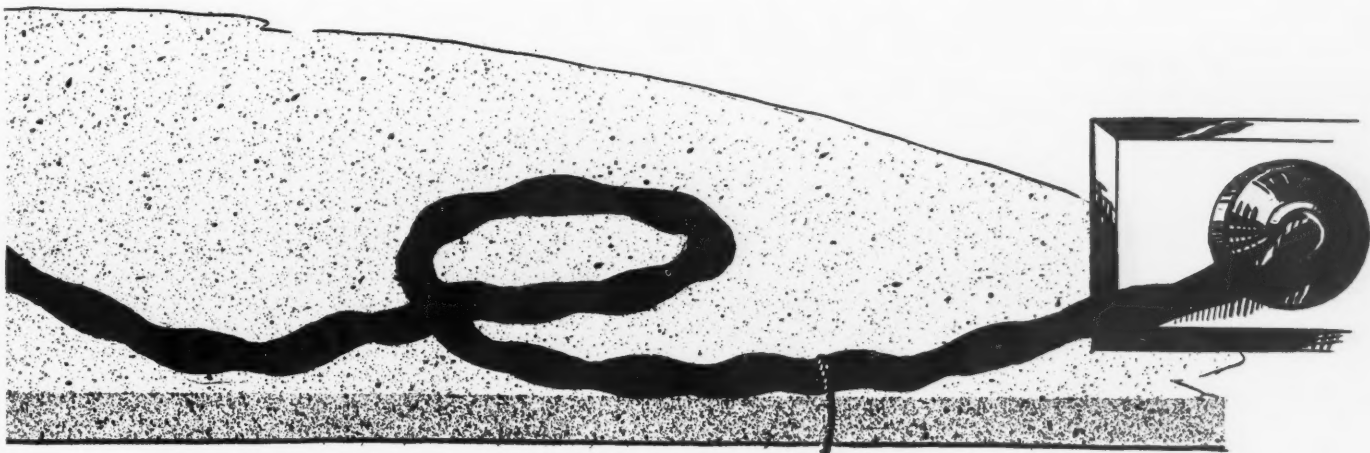
Through a generation of research and development this company has built solidly until today it operates the largest plant in the world devoted to alloy products . . . .

. . . . melting furnace, rolling mills, technical control over every step of fabrication—plus the priceless ingredient EXPERIENCE assure not only quality but UNIFORMITY of quality, impossible to obtain by lesser qualifications.

WHEN the electrical dealer knows that Driver-Harris has fabricated the material from which a heating element is made ("Nichrome" IV)—he is then afforded an index he can pass along to his customer—viz.:

"There can be no better heating element." Read why in panel—

**DRIVER-HAR**  
**HARRISON,**



# *pliance index*

THE type of heater cord on an appliance is an index of the length of uninterrupted service the appliance will give. A survey of the central station field disclosed that commercial managers were vitally interested in developing a heater cord with greater flexibility. Driver-Harris undertook that development.

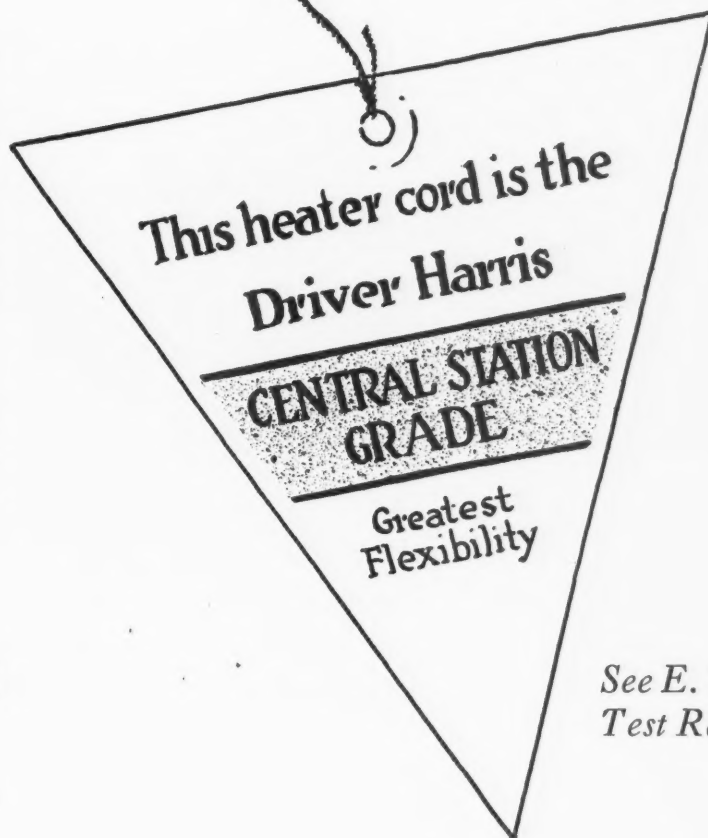
Unbiased competitive tests at Electrical Testing Laboratories proved that the wishes of commercial managers had been met by this new cord.

The tests are now available.

The cord is now available.

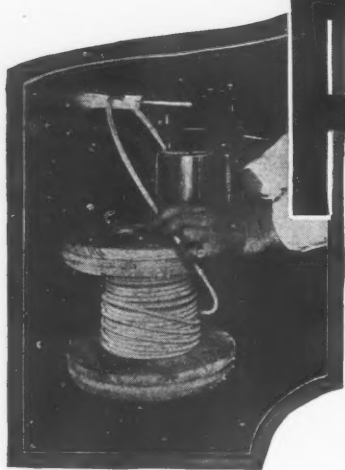
The name is "Driver-Harris CENTRAL STATION GRADE HEATER CORD."

A sample for your test may be had on application.



*See E. T. L.  
Test Report*

**RIS COMPANY**  
**NEW JERSEY**



# ROCKBESTOS

*— the asbestos covered wire*

**I**N the pages of this paper, you will find listed, the manufacturers of electrical appliances and the appliances they manufacture.

Among them are the pioneers who blazed the path of electrical achievement, so that those to follow in their footsteps might benefit.

ROCKBESTOS—the asbestos insulated wire, has been keeping step with the pioneers and is naturally accepted by those that follow.

Rockbestos is known for its quality, adaptability and serviceability. It is foremost in its field, largely because the motto of the organization back of it is, "Nothing but the best."

These are the reasons why ROCKBESTOS—the asbestos insulated wire, is accepted and used on such a large proportion of the electrical appliances listed in this issue.

#### *Asbestos Covered*

Heater Cord  
Range Wire  
Heating Elements  
Switchboard Wire  
Fixture Wire  
Magnet Wire  
Station Cables



5942 Grand Central Term. Bldg., New York

465 Union Trust Bldg., Pittsburgh, Pa.

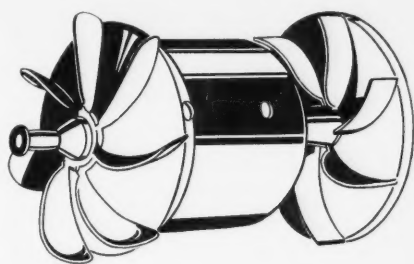
224 Madison Term. Bldg., Chicago

On the Pacific Coast—C. Dent Slaughter—Los Angeles, San Francisco, Seattle

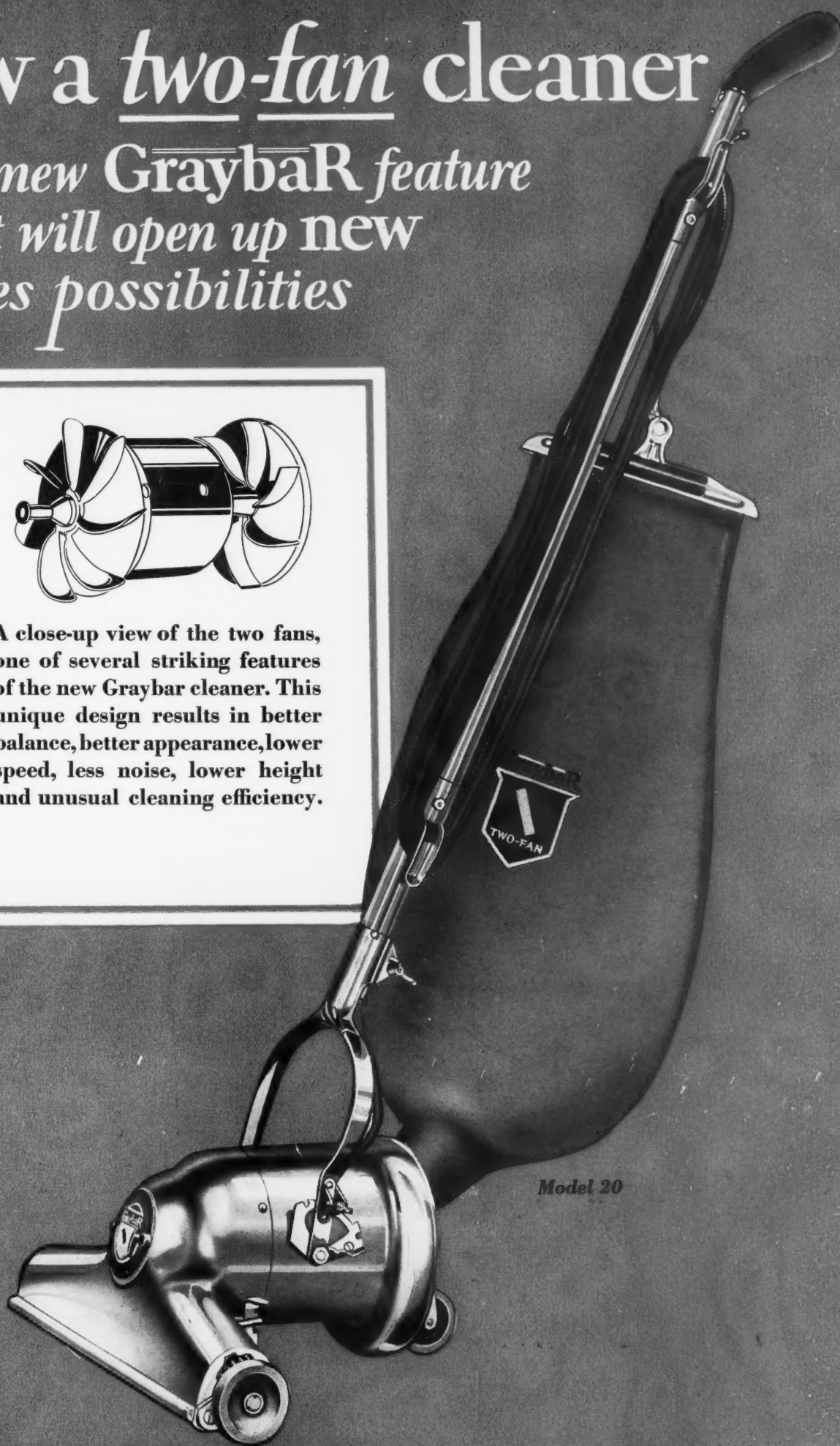


# Now a two-fan cleaner


*—the new GraybaR feature  
that will open up new  
sales possibilities*



A close-up view of the two fans, one of several striking features of the new Graybar cleaner. This unique design results in better balance, better appearance, lower speed, less noise, lower height and unusual cleaning efficiency.



Model 20

over 

# *The Two-Fan GraybaR appeals to people who want quieter vacuum cleaning—*

The two-fan feature makes a strong clincher to the list of outstanding points of the Graybar. Other important specifications are:

**Unusual Efficiency**—The combined action of the soft-bristled brush and the large volume of air make this an unusually thorough and efficient cleaner.

**Unusually Low Cleaner**—Convenient when cleaning under beds and large pieces of furniture.

**No Oiling**—The rotating parts of both motor and brush are mounted on ball bearings—which require no oil.

**Small Rugs Not Drawn Up Into Nozzle**—Wire guards across the nozzle prevent this; and in no way diminish suction.

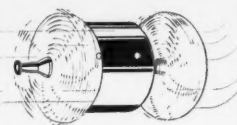
**Small Storage Space**—When handle is locked in horizontal position cleaner can be stood on end against wall.

**Long-lived Brush**—As the bristles wear down, adjustment plates at both ends provide for lowering the brush accurately and evenly.

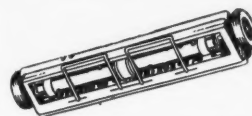
**The Graybar Reputation**—"The only cleaner backed by 59 years' electrical experience."

*Write today for complete information on  
the Graybar Two-Fan Vacuum Cleaner.*

Graybar Electric Co., Executive Offices, Graybar Bldg., Lexington Ave. and 43rd Street., New York—Offices in 71 Principal Cities

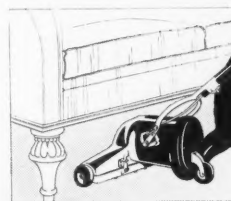
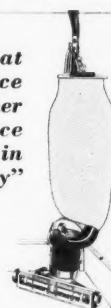


*Instead of one fan  
...two! Results? Better  
balance, better  
appearance, lower  
speed, less noise.*



*Take a look at the  
brush guards, and  
you'll see why the  
Graybar can't "suck  
up" rugs.*

*Note what  
small space  
the cleaner  
needs, once  
its locked in  
its "off duty"  
position.*



*Note, too, how easily  
it negotiates low fur-  
niture — thus solving  
a perplexing problem*



*This point will please  
your customers...no  
oiling, ever!*

# GraybaR

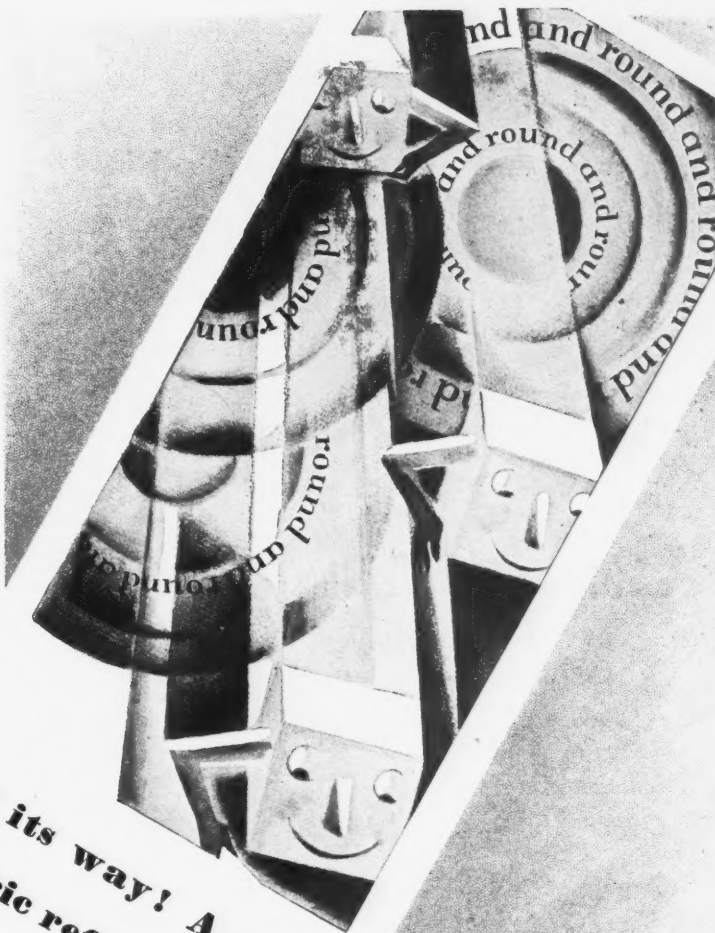
## TWO-FAN VACUUM CLEANER

The handy cleanerette... a compact hand cleaner, complete in itself, which does the work of attachments just as effectively and much more conveniently.





**A**rresting advertisements like the one shown on this page, now appearing every week in *The Saturday Evening Post*, are pointing keen public interest toward the coming large space announcement of the new **Holmes Electric Refrigerator**. Backed by a strongly financed, vigorous, ably



On its way! A new electric refrigerator, superior in principle and far more efficient in performance, will soon be announced. Be wise. Make no purchase until you see The New Holmes. Holmes Products, Inc. 2 West 46th Street New York City

**HOLMES**  
ELECTRIC REFRIGERATOR

managed Company, the Holmes will be marketed under a merchandising plan unusually favorable to distributors and community retailers. In some parts of the country a few territories are still unassigned. Wire or write.

**HOLMES PRODUCTS, Inc.**

2 W. 46th Street  
New York City

Works: Bridgeport, Conn.





**ELECTRIC**

**THE  
Edicraft  
Siphonator**  
REG. U.S. PAT. OFF.

Presenting a *new* method which produces delicious and full-flavored coffee. A special compartment provides hot water for weakening coffee or making tea. Electric, of course!

*Makes better  
Coffee*

A product of the  
**EDISON  
LABORATORIES**

**THOMAS A. EDISON, INC.**

**THE EDISON  
LABORATORIES  
ANNOUNCE**

**THE NEW  
Edicraft  
REG. U.S. PAT. OFF.  
PRODUCTS**



**THE  
Edicraft  
REG. U.S. PAT. OFF.  
AUTOMATIC  
TOASTER**

The easy, quick, economical and completely automatic electric toaster. Toasts two slices both sides at once. Beautiful in design and soundly constructed.

*Toast—just the way you want it!*

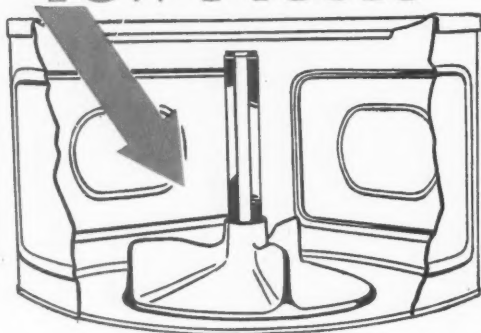
A product of the

**EDISON  
LABORATORIES**

**ORANGE, NEW JERSEY**

# Now Women Wash

## DOWN for a Few Pieces



Here is the latest development in Electric Washers—a washing machine that is attracting national attention because it is so designed that you may wash either way—up for a tubful, or down for a few pieces.

Most women agree that “Overhead” agitation is most effective when the washing is unusually large or the pieces heavy, and that “Submerged” or “Underneath” agitation accomplishes the best results for the average light washing, or when it is desired to wash only a few pieces, with a minimum amount of water.

The Automatic Washer Company has patented a unique agitator called the Duo-Disc, so designed and constructed as to be INSTANTLY INVERTIBLE. It may be used either at the top or the bottom—in whichever position it may be most efficient or the user desires.

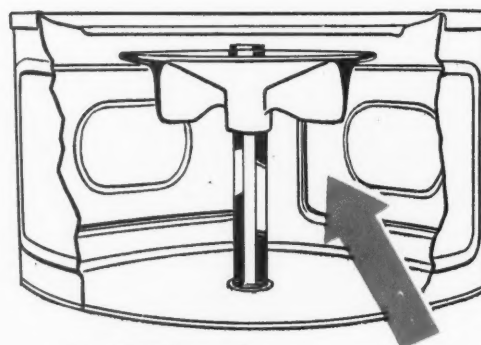
### Some Women Prefer Top Drive Some Women Prefer Bottom Drive

It's a fact that some women prefer “Overhead” or “Top” Drive Washers; others prefer “Submerged” or “Bottom” Drive Washers. Both have their advantages, and each is best under certain conditions.

From a merchandising viewpoint, the important thing to the Dealer or Distributor is that you can now

### Give Both What They Want in One Machine

No longer is it necessary to argue—if the customer wants the other form of drive—JUST TURN IT OVER. It washes a tubful efficiently either way.



## UP for a Tubful

### Same Low Price Less Than \$100

No increase in price on this improved Automatic—it is still sold at a price that enables you to retail it for less than \$100 and make a satisfactory profit. More than ever, it is the washer on which women are saving one-third.

### Important!

Remember, the Automatic Duo-Disc is the only Electric Washer with an Invertible Agitator. This feature is patented and can be used only by Automatic.

See opposite page for further details.

**AutoMatic**  
**DUO-DISC**  
**The Invertible Agitator**



# Either Way

## All These Features

Aluminum Invertible Duo-Disc Agitator — patented and controlled solely by Automatic—the correct washing principle.

Curvi-Linear Copper Tub, self-draining. Large capacity, holding 18 gallons water and 7 lbs. dry clothing. Will wash 60 lbs. dry clothes an hour.

Pressed steel construction, instead of castings, makes breakage almost impossible. Weighs 132 lbs.—easy to move.

Reversible, Swinging, All-Steel Wringer, strong, durable, locks rigidly in four positions; Cushion Rolls, soft inside, tough outside—they save buttons and resist cuts. Wringer may be used on both sides of tub.

A Westinghouse  $\frac{1}{4}$  Horse Power Motor—satisfactory operation guaranteed. No radio interference.

Simple in construction, and easy to operate.

## Bonded for 10 Years

Every buyer of this Automatic Duo-Disc Electric Washer receives a broad Ten-Year Service Guarantee Bond. It is the most liberal Guarantee ever put behind any Electric Washer.

## Find Out All About It Send the Coupon

It will place you under no obligation whatever to find out about this new machine. Regardless of whether you are in a position to handle it, we are glad to send you full information.

Write us or fill out the coupon in the corner and mail for full particulars.

## Automatic Washer Company

159 W. Third St. Newton, Iowa

Offices at New York, Philadelphia, Portland, Dallas

Canadian Distributors:

Automatic Washer Co., Ltd., Winnipeg, Manitoba,

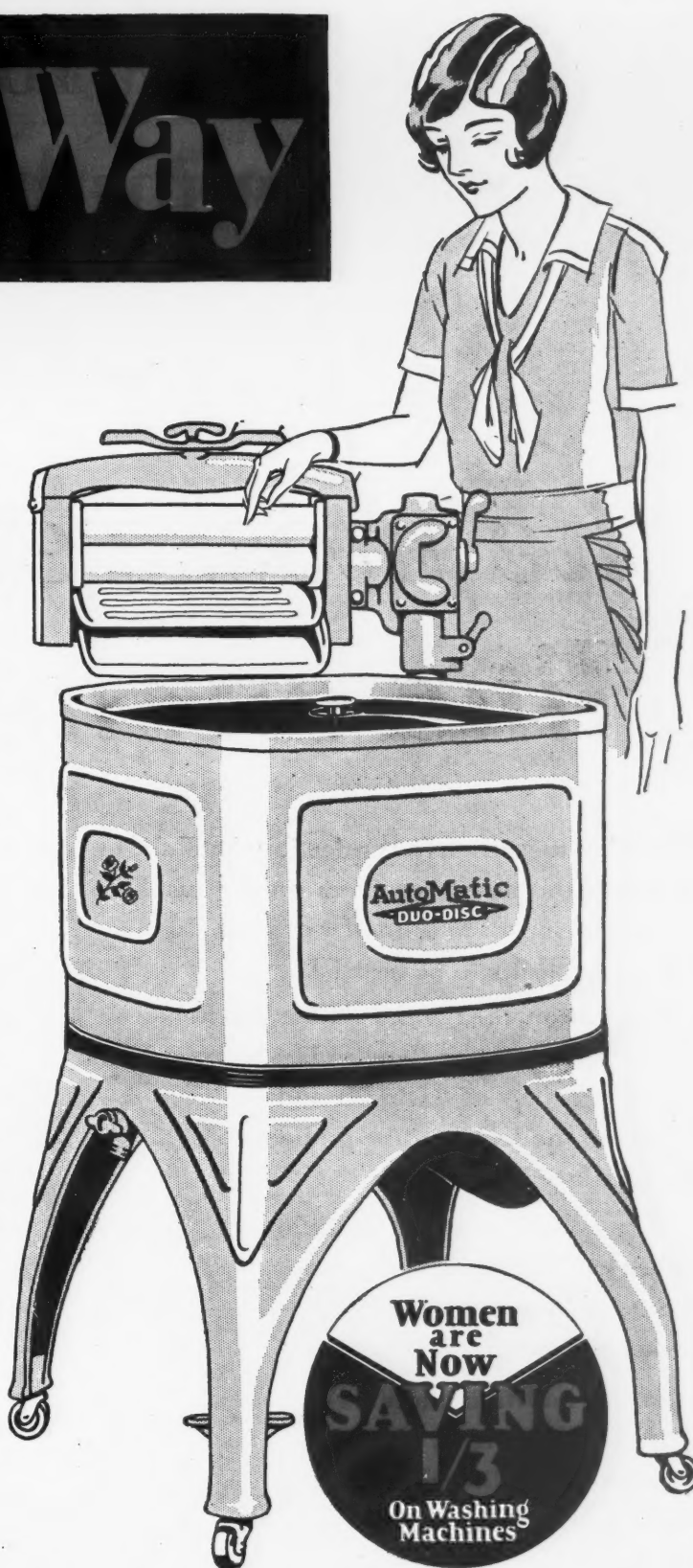
Ellis & Howard, Kitchener, Ont.

Export Address:

Automatic Washer Co., 327 S. La Salle St., Chicago, Ill.

Cable Address "AEWCO"

**AutoMatic**  
**DUO-DISC**  
**The Invertible Agitator**



AUTOMATIC WASHER COMPANY  
159 W. Third St., Newton, Iowa

Please send information, without obligation to us, on the New Duo-Disc Electric Washer.

Firm Name .....

Town ..... State .....

# With the new low prices and the new Symphion Receiver

## Balkite *becomes* *the most remarkable* *line on the market*

There has never been any question that Balkite is one of the finest receivers on the market. For performance and quality of reproduction it leaves nothing to be desired.

In addition, the regular Balkite AC Receiver now costs no more than ordinary sets. The new low prices of \$125.00 and \$140.00 for the table models are unequalled by radio of any similar character.

This combination of quality and price is in itself enough to make Balkite one of the most attractive lines in the field.

But in addition there is the Balkite Symphion Receiver. This receiver is literally the only new thing in the industry. AC, but based on an entirely new

principle, it gives a quality of reproduction hitherto unequalled. The difference between Symphion and any other receiver is obvious and, more to the point, easily demonstrable to the average prospect.

Interest in this new receiver is enormous on the part of both trade and public. It has already been called *the* 1929 receiver. The two re-

ceivers together give you everything you could ask for in a radio line, from a price for the humblest buyer to a receiver for the music connoisseur. They are rapidly making Balkite one of the most popular and fastest-selling lines on the market.

Fansteel Products Company,  
Inc., North Chicago, Illinois.

The new Balkite SYMPHION . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced — as it is played. Two models: B-7 Highboy at \$475, and B-9 Combination Radio Receiver and Electric Record Reproducer at \$950. Both in cabinets by Berkey & Gay.  
Prices slightly higher  
West of Rockies

FANSTEEL  
Balkite Radio

# Let's look inside . . .



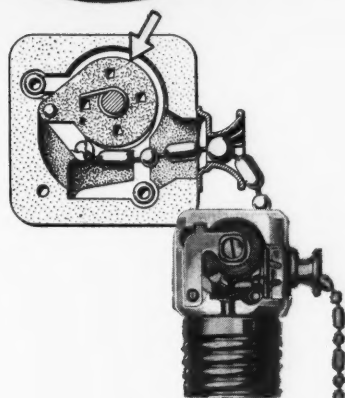
*. . . of this new, simplified Hubbell Pull Socket to see why it is better . . . why it will sell faster*

THIS new Hubbell Pull Socket is such an outstanding improvement in pull socket design . . . it possesses so many features of long life, trouble-free service, wiring convenience and smooth action that it steps out in front of all competition. It will sell as only a product beyond comparison can sell.

So let's look inside of this new socket . . . let's learn the "why" of its superior performance . . . see the reason pull socket sales are going to be Hubbell Pull Socket sales.

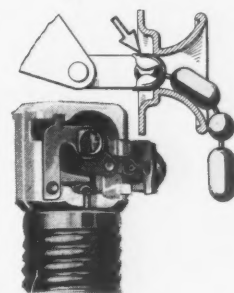
## *Simplified Mechanism— smoother action, trouble-free*

Ratchet and chain shown relaxed. Note the simplicity of construction—a one-piece porcelain body—extremely simple ratchet mechanism—a one-piece metal commutator contact which forms center lamp contact, eliminating loose connections in mechanism.



## *Complete-stop action—no short-circuits*

Ratchet and chain shown extended. They are brought to a complete stop when chain clasp reaches chain eyelet. Chain will break before the clasp can be forced through chain eyelet. No danger of pulling too hard on ratchet—no chance of short-circuits. Pull chain and eyelet can be easily detached.

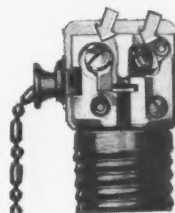


## *Terminals on same side—easier to wire*

Both wiring terminals are on the same side so wires can be connected without moving socket around—convenient, time-saving.

## *Ball-bar chain—smooth, sliding action*

A new chain that slides smoothly replaces the old bead chain. Note, too, that chain eyelet is at right angles with porcelain so chain can be easily pulled from any direction.



*Now that you have had a glimpse of the improved Hubbell Pull Socket, you can see why it will be profitable to send for samples and detailed information.*

HARVEY HUBBELL, INC., BRIDGEPORT, CONN.



# HUBBELL Pull Socket



# Combined!

**I**N my opinion, this consolidation is one of the most constructive moves that has been made in the radio industry in some time. It is in keeping with the trend in other industries that has proven sound and has been beneficial to the public at large, as well as the trade. This move means more economical management and will reflect itself in additional profits to the dealer and even higher quality goods to the consumer. The identity of both lines will remain unchanged as to policy—the only change will be improvement of product wherever it can be possibly effected by the combined efforts of both organizations.

C. A. EARL, *President, Chas. Freshman Co. and  
Chairman of Board of Directors of  
Freed-Eisemann Radio Corporation.*

**I**T has been a great pleasure for those associated with the management of the Freed-Eisemann Radio Corporation to have been able to play their part in bringing about this consolidation with Freshman. These two lines represent many of the best accomplishments in radio history and the consolidation will make it possible for both organizations to contribute to the improvement of each other so that we may give the trade and the radio buying public even better value for their money than we might have through our individual efforts. I consider this move of distinct value to Freed-Eisemann distributors and dealers.

JOSEPH D. R. FREED, *President of Freed-Eisemann Radio  
Corporation and Vice-President and  
Director of the Chas. Freshman Co.*



# Why?

**T**HIS combination of two of the leading radio manufacturers will add materially to the strength of each and will make possible a greater and more comprehensive service to the trade and the consumer.

It will mean great savings in management and production which in turn can be utilized for the development of both lines in many constructive ways that will make possible greater profits for dealers.

The identity of these organizations will remain unchanged as the chief objective of this merger is an even finer quality of product through the unification of management in sales, engineering and production.

Both Freshman and Freed-Eisemann lines will continue to be manufactured and sold as heretofore, and the dealer holding a franchise for either will find it a still more valuable asset during the coming year.

The sales organizations of both divisions will be very glad to answer any inquiries from Distributors or Dealers relating to product and policy. It is our intention to make the Freshman and Freed-Eisemann Dealer Franchises the most valuable in the radio industry. One may still be available in your territory. Write or wire today.

The executive personnel of the consolidation is:

C. A. Earl, President, Chas. Freshman Co. and Chairman of Board of Directors of Freed-Eisemann Radio Corporation. Joseph D. R. Freed, Vice-President and Director of Chas. Freshman Co. and President of the Freed-Eisemann Radio Corporation. Arthur Freed, Vice-President and Director of Chas. Freshman Co. and Vice-President of Freed-Eisemann Radio Corporation. W. J. Keyes, Vice-President and Treasurer, Chas. Freshman Co. and Treasurer, Freed-Eisemann Radio Corporation. Arthur A. Trostler, Vice-President, Freed-Eisemann Radio Corporation. Leo Freed, Vice-President, Freed-Eisemann Corporation. Harry A. Beach, Vice-President, Chas. Freshman Co. George Eltz, Vice President, Chas. Freshman Co.

**CHAS. FRESHMAN CO., Inc.**

240 West 40th Street • New York, N. Y.





*"American Flyer"*  
Transformers Electric Trains Mechanical Trains

ENTIRELY NEW

# TRAINS & EQUIPMENT Are Selling Fast!

*"President's Special"*

See the Advanced "President's Special" Wide Gauge Train—Show it in your window as a display. It will assist in selling other merchandise.

## Anticipate Your Requirements!

If you have not seen the entirely NEW 1928 American Flyer Rainbow Line by all means visit your distributor who handles this brilliant line—DO IT TODAY!

Our manufactured stock is going fast and we are trying to keep ahead on all models to help make as many last minute deliveries as is humanly possible.

## Prepare Yourself to Meet This Demand!

The graceful lines; the brilliant colors; the spell-binding and fun-making features incorporated into these 16 Entirely New Narrow and Wide Gauge Electrical Trains have certainly proved themselves winners.

Our catalog, in Full Colors, completely describing and illustrating this Entirely New Line is NOW READY. Send for your copy today—acquaint yourself with the merchandise—then place your order with your distributor at once.

**AMERICAN FLYER MFG. CO.**

2219-39 So. Halsted St.

Chicago, Ill.

NEW YORK CITY

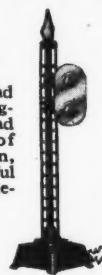
200 Fifth Ave.

SAN FRANCISCO, CALIF.

660 Mission St.

### SIGNALS

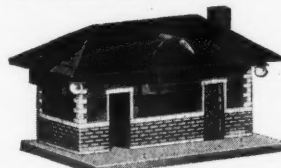
Automatic and non-automatic signals, lamp posts and crossing gates of every description, finished in beautiful colored enamels. Retail 25c to \$5.00.



### TRANSFORMERS



Speed controlling transformers, approved by the Underwriters, are available in different capacities and power ratings. Retail \$2.85 and up.



### STATIONS

Model stations with and without electric lights—all attractively decorated in colors. Priced according to size and features. Retail \$1.15 to \$15.00.







## Minimum Stock— Maximum Sales

Whatever make or makes of electric trains you handle, one of the Jefferson Universal Toy Transformers will operate it properly.

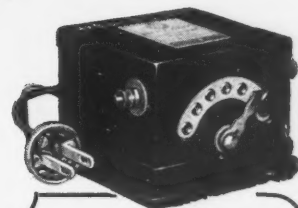
Five types of Jeffersons, each designed for specific makes of trains simplifies your stock—permits you to buy your transformers from one reliable source—and at a saving because of quantity discounts and transportation charges.

Each carton is plainly marked with the name and model of trains it operates. Even the most inexperienced clerk cannot make a mistake.

Jefferson Transformers are durable in construction. Full rated wattage at maximum voltage—ability to withstand 25% overload, over-size cord and windings are outstanding features.

*Your first order for Jefferson Transformers  
will prove their excellent sales merits.  
Ask your Jobber or write for Bulletin 576.*

**Chicago-Jefferson Fuse & Electric Co.**  
1534 S. Laflin Street, Chicago, Illinois



**LITTLE JEFF—50 Watts**  
5½—13 volts in 1½-volt steps  
Operates all Bing, Ives and Lionel "O" gauge outfits.  
9¼ volts in ¾-volt steps. Operates all American Flyer, Borgfeldt and Dorian "O" gauge outfits.

**MIDGET—75 Watts**  
5½—22½ volts in 1-volt steps  
Operates Ives trains—all "O" and Nos. 691, 692, 705, 710 and 711 standard gauge outfits. American Flyer—"O" and standard gauge. Lionel—all "O" gauge and Nos. 243, 347, 350, 351, 352. Bing—all "O" and standard gauge. Also operates trains listed for Little Jeff and recommended when additional cars and accessories are used.

**TYPE No. 2—100 Watts**  
5½—23 volts in ¾-volt steps  
Operates all Ives and Lionel standard and "O" gauge outfits—and Christmas tree outfits up to sixteen 14-volt lamps. Also operates outfits listed for Midget and recommended when additional cars and accessories are used.

**TYPE No. 3—150 Watts**  
1—30 volts in 1-volt steps  
Operates all types of electrical trains up to large and most expensive. Also recommended for standard gauge outfits when extra cars and accessories are used; Christmas tree outfits up to thirty-two 14-volt lamps.

# JEFFERSON

## UNIVERSAL TOY TRANSFORMERS



*Going big and*

The photograph on the right (taken Nov. 15th) shows the ground work of another new ABC factory unit, 100 x 600 ft. (60,000 square feet) now under construction. This addition was made necessary by the ever-increasing demand for the ABC line—headed by the ABC SPINNER. With the completion of this new unit, our facilities will be increased another 30%.

**A B C**  
**PORCELAIN Washers**



*Getting bigger*

Only a year ago we added a large building especially for the production of ABC porcelain tubs. What stronger proof could we give you of ABC popularity? Forward-looking dealers will want to share in this quick-selling and profit-making line in 1929. Write or wire for complete facts.

ALTORFER BROS. COMPANY (Est. 1909), PEORIA, ILLINOIS

**A B C**  
**PORCELAIN Washers**



**Compare** these representative items with anything on the market, from any point of view: mechanical and electrical design, strength, appearance, sales helps, packing, and lastly **PRICE!** Beaver is the best buy today.



A-11. STANDARD ROUND TYPE CANOPY SWITCH—leads can be brought out straight from back or sidewise. Strong, sure and mechanically perfect.

A-31. SMALLEST AND THINNEST CANOPY SWITCH on the market. Bakelite base, Bakelite button that cannot be lost, in black, silver gray or brass yellow. A-31 and A-32 have  $\frac{7}{8}$ -in. stem. A-33 with  $\frac{1}{2}$ -in. stem. A-39 with  $\frac{1}{4}$ -in. stem.



F-1. GRIPALL HEATER PLUG—super-type adjustable contacts. Counter display. List price 45c. each.



F-32. HEATER PLUG—double sided contacts. Admittedly the best low priced heater plug on the market. List price 18c. each.



D-2. FEED THROUGH SWITCH—black composition casing, very sturdy. List price 50c.

**Start 1929**  
**by featuring Beaver 100%!**

**T**HE Beaver line of electrical devices is comprehensive and complete. Beaver knows that your customers must be pleased in order that you may profit and prosper. The Beaver line has been built around this thought—so much so, that today the name Beaver is real insurance against inferior or out-of-date goods.



F-6. ARMORED HEATER PLUG—with contacts of the Gripall type. It is made of special metal. The lower end is armored. Upper end remaining cool to the fingers. List price 60c.

D-4. FEED THROUGH SWITCH—smallest switch of this type in a composition casing—new stream lines. List price 50c.



D-3. FEED THROUGH SWITCH—smallest and handsomest metal encased switch on market. Nickel finish, transversely split. List price 50c.

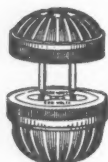


G-21. HEATER SWITCH PLUG—competitive type. Carefully made to give absolute satisfaction. Positive action. List price 45c. each.



G-1. GRIPALL SWITCH PLUG—the first universal switch plug to be placed on the market and still the first in public demand and approval. Desirable on any appliance, especially irons. List price 90c.

J-49. ARMORED ATTACHMENT PLUG—cap 13/32-in. round hole. Dull nickel finish. List price 23c. (Armored plugs with special finishes and other size holes on request.)



Q-45. STANDARD SIZE CORD CONNECTOR—black composition, very strong. List price 40c. each.

# BEAVER

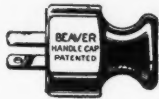
**MANUFACTURING**  
625-645 North Third Street

## SALES REPRESENTATIVES

<b>*BOSTON, MASS.</b> E. R. Bryant 241 A Street	<b>PITTSBURGH, PA.</b> H. Lee Reynolds Co. Oliver Bldg.	<b>KANSAS CITY, MO.</b> O. J. Rolert 1011 E. Fifteenth St.
<b>PROVIDENCE, R. I.</b> E. R. Bryant 123 Aborn Street	<b>ATLANTA, GA.</b> J. F. Hardy 1520 Candler Bldg.	<b>DALLAS, TEXAS</b> The Folsom Company 1410 Patterson Ave.
<b>BUFFALO, N. Y.</b> Guy V. Carpenter 210 Pearl Street	<b>BIRMINGHAM, ALA.</b> F. A. Robertson 908 Martin Bldg.	<b>*CHICAGO, ILL.</b> 208 No. Wells St.
<b>PHILADELPHIA, PA.</b> R. L. Cunningham 620 So. Delaware Ave.	<b>*DETROIT, MICH.</b> Popkin Brothers 318 Insurance Exchange Bldg.	<b>*SAN FRANCISCO, CAL.</b> 815 Howard St.
	<b>ST. LOUIS, MO.</b> Otto E. Heilmann Co. 620 Chemical Bldg.	<b>*LOS ANGELES, CAL.</b> 106 West 3rd St.

**BEAVER**

**Leadership** Those who have closely followed the development of items such as are shown here, during recent years, know that many of these now popular types were invented and introduced by BEAVER. Beaver leads and feels complimented by the number of its imitators.



J-36. SHORT HANDLE CAP ARMORED—assorted colors. 7 glossy black, 3 fancy colors in display carton. List price 25c. each.

J-35. LONG ARMORED HANDLE CAP attachment plug. Assorted colors. 7 glossy black, 3 fancy colors in display carton. List price 25c. each.



J-33. "FINGER FITTING" HANDLE CAP—made of genuine Bakelite, exactly curved to your fingers. Instructions for use are on every cap. List price 25c. each.

QL-1. UTILITY CORD TAP—enables the layman to install his own convenience outlets. Each individually packed in carton with full directions. List price 50c.



X-1. LUMINOUS PENDANT—1½-in. long and ¾-in. in diameter. Visible in the dark. Attractive counter display. List price 15c. each.



B-15. PLURAL SOCKET, SYMMETRICAL TWO-SIDED—made of genuine Bakelite. Standard color brown. Black if specified. Also made in gorgeous color combinations. List price 35c. each.



B-8. PLURAL SOCKET, THREE LIGHT—made of genuine Bakelite. Standard color brown, black if specified. Also made in beautiful color combinations. List price 50c. each.



B-7. ANGLE TYPE TWO LIGHT PLURAL SOCKET—of genuine Bakelite. Standard color brown, black if specified. Also made in beautiful color combinations. List price 35c. each.

**EVERY** day, every week, every month of 1929, let Beaver bring increased profits to your electrical counter. Gorgeous new colors are now to be found in Beaver plural sockets and handle caps—they catch the eye and dress up your display.

Prove the true worth of these superior business-getters by placing a trial order *today*.



B-9. THREE WAY CURRENT TAP—genuine Bakelite, feeds two appliances and one light. Made to appear flush and unobtrusive when not in use. Very useful. List price 40c. each.

LA-4. NEW BEAVER CUBE TAP—genuine Bakelite. It makes three convenience outlets where there was one. Grips like a bulldog and is most unnoticeable when not in use. List price 20c.



L-3. STANDARD SINGLE FLUSH RECEPTACLE—has handsome genuine Bakelite face. Accommodates parallel and tandem blade caps, easy side wiring, shallow but sturdy.

L-4. Same as L-3, only L-4 is Duplex type.



**BEAVER COMPANY**  
Newark, New Jersey

**FOREIGN SALES REPRESENTATIVES**

**MONTREAL, CANADA**  
Duncan Electrical Co., Ltd.  
1006 Mountain St.

**LONDON W. 1, ENGLAND**  
Hotpoint Elec. App. Co.  
24 Newman St. Oxford St.

**BUENOS AIRES, ARGENTINA**  
Gme. C. Pasman & Cia.  
Calle Belgrano 732

**ALL OTHER COUNTRIES**  
Langguth-Olson Co., Inc.

**MELBOURNE, AUSTRALIA**  
Warburton-Franki, Ltd.  
380 Bourke St.

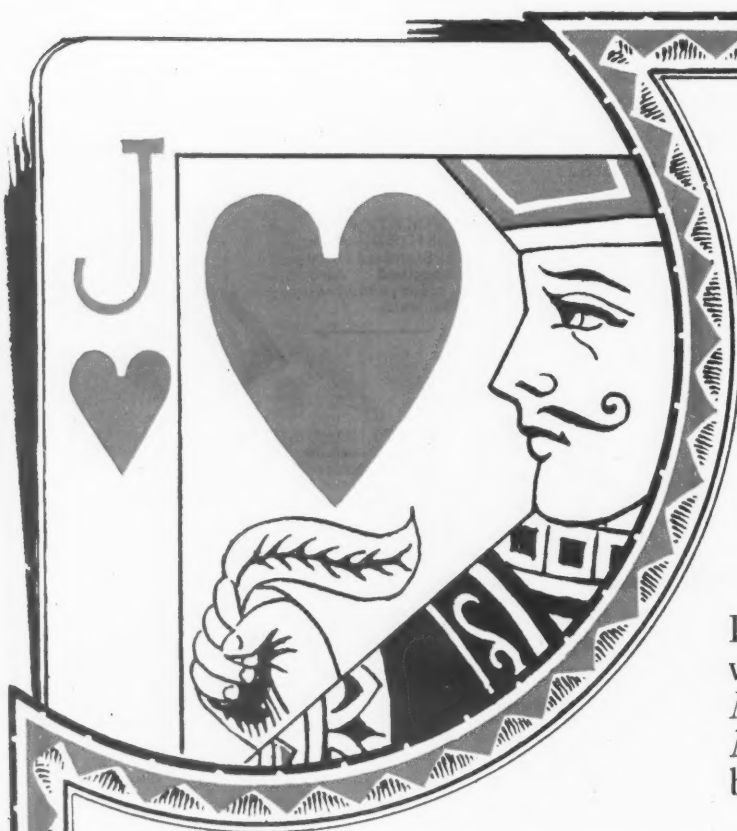
114 Liberty Street, New York City

South America except Argentina

**PAN AMERICAN TRADING CO.**  
116 Broad St. New York City

**BRANCH OFFICES**  
**CLEVELAND, OHIO**  
2000 W. 14th St.  
**\*ST. PAUL, MINN.**  
2362 University Ave.  
**DENVER, COLO.**  
Loughlin Sales Co.  
1420 Lawrence St.

**HONOLULU, HAWAII**  
Armand Weill & Co., Ltd.  
52 So. Queen Street



WHY NOT  
KEEP  
ALL  
THE "JACK"  
?

It isn't what you make—it's what you *keep* that counts. *Net* profit is profit you *keep*. *Net* profit that you *keep* is the backbone of the great

### ROYAL FLUSH SELLING PLAN

A plan that opens prospects' doors — reduces sales resistance — cuts selling cost — thereby increasing *net* profit.

A *flexible* plan that we fit to *your* business — a *practical* plan that pays substantial profit on reasonable volume.

# ROYAL

## *The Swiftest Complete Home Cleaner*

Royal holds a unique position in the appliance field. It is fastest, most thorough, most versatile. It is the cleaner women *want*, once they see it. You don't have to fight, "knock" or play tricks to make

Royal sales—they're yours when you once get the Royal machine inside the prospect's home. And the new Royal Flush Selling Plan *gets you in*.

### WRITE FOR THE DETAILS

And Make 1929 a Year of *Net* Cleaner Profits

THE P. A. GEIER COMPANY  
540-560 East 105th St., Cleveland, Ohio

Manufactured in Canada by  
Continental Electric Co., Ltd., 505-511 King Street, East, Toronto



# Raytheon

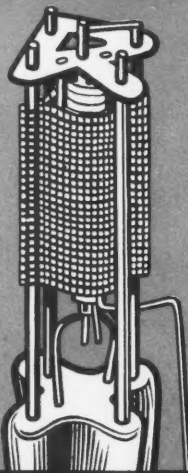
## LONG LIFE RADIO TUBES



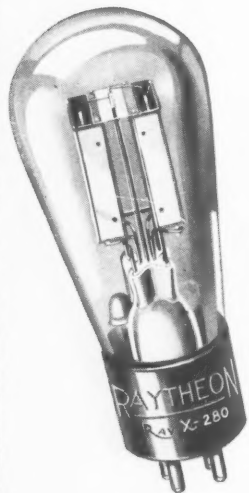
# Healthy Radio Tubes

# Here's the Why of their Healthy Life

## 4-Pillar Construction



## Cross-Anchored Top and Bottom



The inner structure of Raytheon tubes, pictured above, gives the reason for their sturdy health and long life, and their freedom from microphonic noises.

The elements—filament, grid and plate—are permanently held in their correct relative positions by a unique 4-pillar construction cross-anchored top and bottom.

*This exclusively Raytheon improvement gives eight points of support instead of the usual two.*

RAYTHEON MFG. CO., Cambridge, Mass.

# Raytheon

LONG LIFE RADIO TUBES



Haag Brothers Company makes a full line of electric and power washers—there's one for every purpose and purse

List Price

\$99<sup>50</sup>

(East of the Rockies)

Look Into the Tub...

and see the simple, reliable Haag submerged agitator which washes any fabric thoroughly, quickly, safely

## The Year's Biggest Value!

At the astounding list price of \$99.50, sales of the improved Haag Eighty have gone by leaps and bounds to a new record.

This washer has set a new standard of value. It is Haag-built throughout: that alone is sufficient guarantee of quality. It will equal the performance and durability of washers selling throughout the country for half again as much. And now it is equipped with the

famous Haag submerged agitator—another reason why it is not only easy to sell, but to *stay sold*.

One woman tells another. And why not? Haag Eighty users are enthusiastic.

The road to sales and profits is open to you. Now is the time to start. A wire or letter will bring you prompt information about the complete Haag line and the valuable Haag Dealer Franchise.

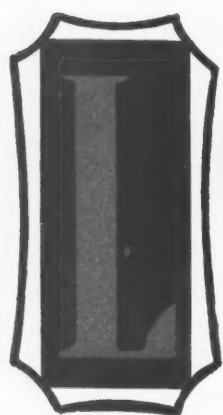
HAAG BROTHERS COMPANY

Peoria, Illinois

—pronounced Haig

**HAAG**  
EIGHTY





# Let the other



**\$99<sup>50</sup>**  
Complete

Here's why  
Blackstone 22  
is smashing  
all sales  
records

#### STURDY CONSTRUCTION

Tub—16 oz. copper nickel lined.

Frame—Channel steel.

Circulator—High blade design, made of china-smooth linite aluminum. Submerged type.

Wringer—Semi-balloon rolls; locks in 5 convenient wringing positions. (Lovell) Swinging, Reversible.

Motor— $\frac{1}{4}$  h.p. General Electric. Rubberoid base, indestructible connection.

Finish—Green Lacquer.

#### ENCLOSED MECHANISM

All moving parts completely enclosed for safety and convenience. Machine cut gears.

#### COMPACT SIZE

Has all of capacity of bigger machines—60 lb. of clothes washed per hour—but none of their awkward bulkiness—takes up about the same space as a kitchen chair. Crated weight, 224 lbs.

*Easy Running  
Dependably Efficient  
Trouble-Proof  
Durable  
Reasonably Priced*

# things" speak —

{ the mechanical features for example }

Price alone—in considering the Blackstone 22—belies the fact that here is a quality machine—for the price is low.

So let's see where quality comes in.

It is so mechanically *right* and so durably con-

structed that it requires **no servicing**. And once sold, it stays sold.

Oldest washing  
machine manufacturer  
in America

It is built by a manufacturer with 57 years' experience in producing washers of unbeatable quality at low prices.

Never before has such a quality machine been sold under \$100. Never before was there a

washer so easy to sell. Sales records prove it. Get your share of this attractive, clear profit business.

*Write for full details of our dealer proposition.*

**BLACKSTONE MFG. CO.**

Jamestown, New York

# BLACKSTONE 22

*Sell Your Customers*

**A Merry Christmas  
and a  
Healthy New Year**



**T**HE Savage Health Motor, Exerciser and Reducer answers the call of the retailer for the *exceptional* gift number—the merchandise leader that is new, different, practical, useful—of value to the entire family.

Sell *your trade* the “Priceless Gift of Physical Well-Being,” the nationally known and advertised Savage . . . merchandised only through leading retailers, and push up your Holiday profit peak!

**With the Savage Health Motor—**

Philip Groenwald, electrical dealer of Springfield Garden, N. Y., doubled his appliance business in four months without increasing sales expense.

C. H. Helmer, Milwaukee electrical dealer added \$12,700 to his gross volume in less than seven months.

Kellogg & Bertine, Metropolitan dealers in three months grossed \$7,000 . . . and have shown consistent monthly gains over long periods.

A radio shop showed gross profits of \$1,715 in less than four months!

The Savage is the *original compact-portable exerciser* . . . comes complete with handsome luggage case . . . adjustable “anchor-strap,” exclusive Tapered Elastic Oscillator Belt, with Washable Slip-Over cover . . . Price \$122.50 East of the Mississippi.

*Write now for the Special Savage Holiday Co-operative Merchandising Plan*

**SAVAGE**  
**HEALTH MOTOR**  
**EXERCISER AND REDUCER**

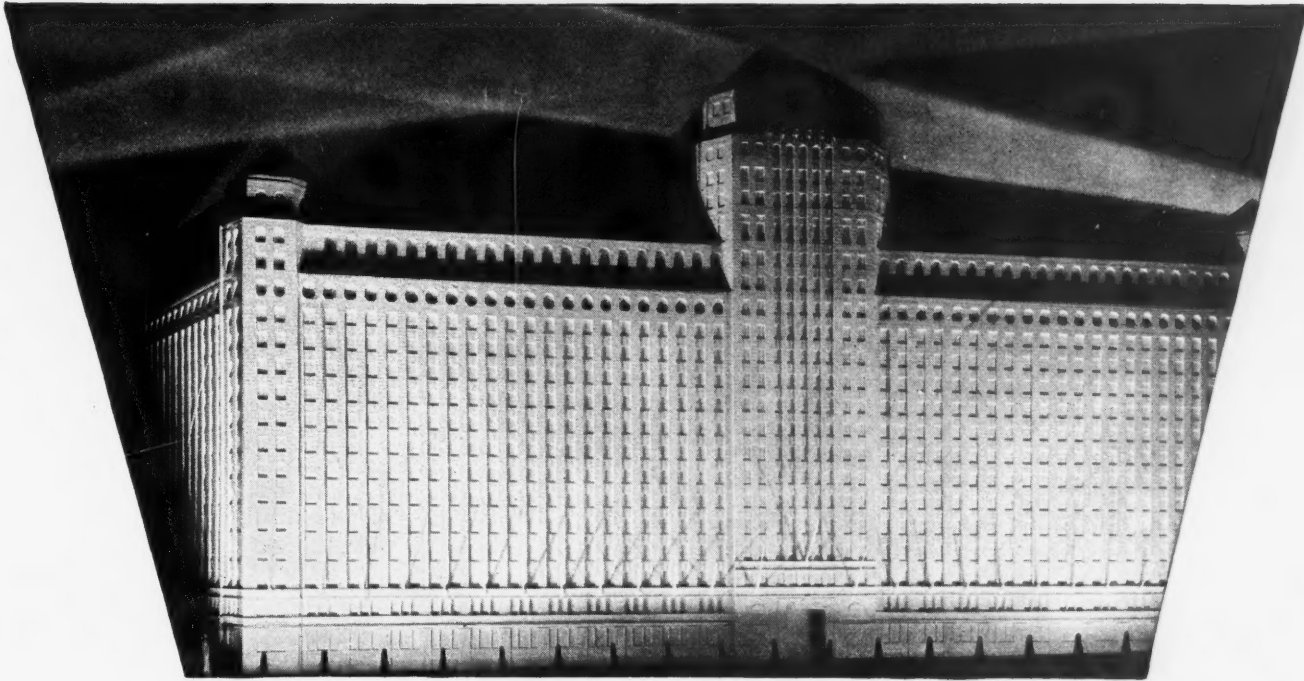
*Patents applied for by J. G. De Remer*

*Distributed by SAVAGE PRODUCTS DISTRIBUTING CORPORATION, DEPT. M, UTICA, N. Y.*

*A Product of SAVAGE ARMS CORPORATION*

*Makers of the famous Savage-Stevens Sporting Arms, also Savage Wringerless Washer—Savage All Electric Ironing Machine*





**LESS TIME BUYING—MORE TIME SELLING** is an imperative need in the merchandising of today, because a profitable rate of retail turnover demands an ever-increasing sales resourcefulness and sales pressure. The Merchandise Mart, the world's newest contribution to a great economic trend, will mean definite savings for both producer and distributor; better-sustained sales quotas for the retailer. Q Right now, forward looking manufacturers, wholesalers and importers are reserving space in the new Merchandise Mart—the largest building in the world—now under construction in the heart of the new downtown river district of Chicago and planned for occupancy in Spring, 1930. This Colossus of Marketplaces, logically situated at the travel and traffic crossroads of the nation—near the U. S. Center of Manufactures, Population and Commerce—will inevitably tend to lower selling costs for producer and distributor. This great “Department Store for Stores” will bring the primary market 26 hours closer to the average merchant buyer. It will offer him quicker access to authoritative market information; convenience for emergency buying; opportunity for greater flexibility, timeliness and profit in his merchandising.

*If you would be among the discriminating tenantry of the Merchandise Mart, write for floor plans and blue-prints — estimate now the space you need for a permanent display, offices, reserve stocks and sales quarters.*

# THE MERCHANDISE MART CHICAGO

OFFICES: 215 WEST WACKER DRIVE . . . CHICAGO



The Hanksraft Electric Egg Cooker — the appliance sensation of the holiday season, retails at

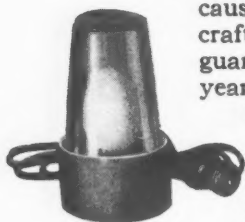
**\$5.50**

## Establishing new sales records

### HANKSCRAFT ELECTRIC APPLIANCES

**D**EALERS everywhere report the phenomenal success of Hanksraft appliances as gift items. Unusually effective dealer helps are provided to insure consumer attention. Special Christmas window trims, counter cards, inserts, newspaper mats and cuts are furnished to make them actually sell themselves.

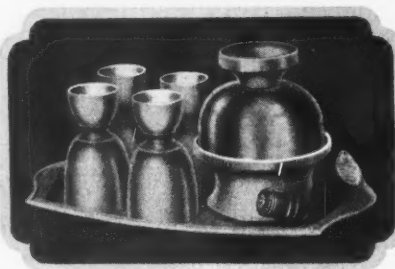
Leading in sales is the Hanksraft Electric Egg Cooker. It self-times and cooks 4 eggs right at the table. When the eggs are done, the current shuts off. There is nothing like it on the market. Because there are no moving parts, no coils, nor anything to get out of order, and because every Hanksraft appliance is guaranteed for one year, each sale is final.



*The Egg-Ett*

to sell an inexpensive item. Retail price, \$2.

The Egg-Ett, an individual egg cooker, offers the dealer an opportunity



*Hanksraft Egg Service*

And for one who seeks a de luxe gift, there is the Hanksraft egg service. It consists of the 4 egg size cooker, 4 egg cups and an enameled bronze tray, all beautifully matched in a soft green tint.

The beauty and practicability of the service have made dealers feature it—with startlingly profitable results to them. Retail at \$11.50.

The Fairy Warmer, the fourth of the Hanksraft line, provides a new gift for the mother. It automatically heats baby's bottle to the right temperature and holds it to that temperature for half an hour. All this is done without watching, for the Fairy Warmer is self-timing.

There is still time to share in the added profits which await dealers who feature these "sure-hit" holiday suggestions.



*The Fairy Warmer*

**\$5**

*Note: Prices are slightly higher on the Pacific coast.*

**Hanksraft Company**  
Madison, Wisconsin

# IN PLANNING *for* 1929

*Be guided by Nokol Success  
during the current year in  
the Electrical Industry - -*

Good news spreads quickly! It was not until the last half of 1928 that the NoKol franchise was broadly opened to the electrical industry. Since then, many important retailers have found and profited by a new appliance which is "a natural" for this particular business.

NOISELESS NOKOL gives the dealer the advantage of a product . . . backed by the oldest and soundest manufacturer in the industry . . . with a merchandising policy which protects

your sales and profits . . . and a complete line including every accepted model of automatic oil burning equipment. All facts of significant value in making your plans!

In setting your program for 1929, let us help you. Let us show you what a tremendous market is opened for the electrical appliance dealer who has . . . a model for every requirement . . . a size for every job . . . a price for every purse . . . **NOISELESS NOKOL!** Full facts gladly submitted, upon request!

## All Accepted Models

Your salesmen have a real selling advantage in being able to say, "Our recommendations are made in exact accordance with the requirements of your heating plant—for we alone in this community have *every* accepted model of equipment for the automatic heating of homes with oil."

**AMERICAN NOKOL CORPORATION**

4233 Schubert Avenue, Chicago, Ill.

Model GR

Model N

Model R

Model L

Model G

**NEW Noiseless Nokol**  
CLEAN AUTOMATIC OIL HEAT

NO COAL  
REG. U.S. PAT. OFF.



# PROVED

## THE DETROIT EDISON COMPANY

GENERAL OFFICES  
2000 SECOND AVENUE

DETROIT, MICHIGAN

November 5, 1926.

The Sunlight Electrical Manufacturing Co.,  
Attention: Mr. C. C. Leininger,  
Warren, Ohio.

Gentlemen:

Answering your letter of October 30th about our use of your magnetic-induction motor.

Because this motor meets our 15 ampere starting requirement we have been using it for the replacement of washing machine motors which require some major service, that is, any service which requires removing a motor from the machine. We have put about 600 in use in this way during the last few months. In addition to these, there are quite a few in use on washing machines which come equipped with them. They have given us no trouble.

Our decision to use this motor was reached only after severe tests in our laboratory. We simulated the worst conditions the motor might meet with in use, and then started and stopped the motor a number of times - equivalent to more than 15 years of starting and stopping in actual washing machine use; others we loaded to 150% of rating and put through the same test. In no case did a motor fail.

Of course we cannot anticipate and duplicate in the laboratory all the conditions that time can bring to a machine in actual use, but we did enough to be reasonably assured that the new features of your motor would not be or become, troublesome during the life of an average washing machine.

Very truly yours,

THE DETROIT EDISON COMPANY

*A. D. McLay*  
Sales Engineer

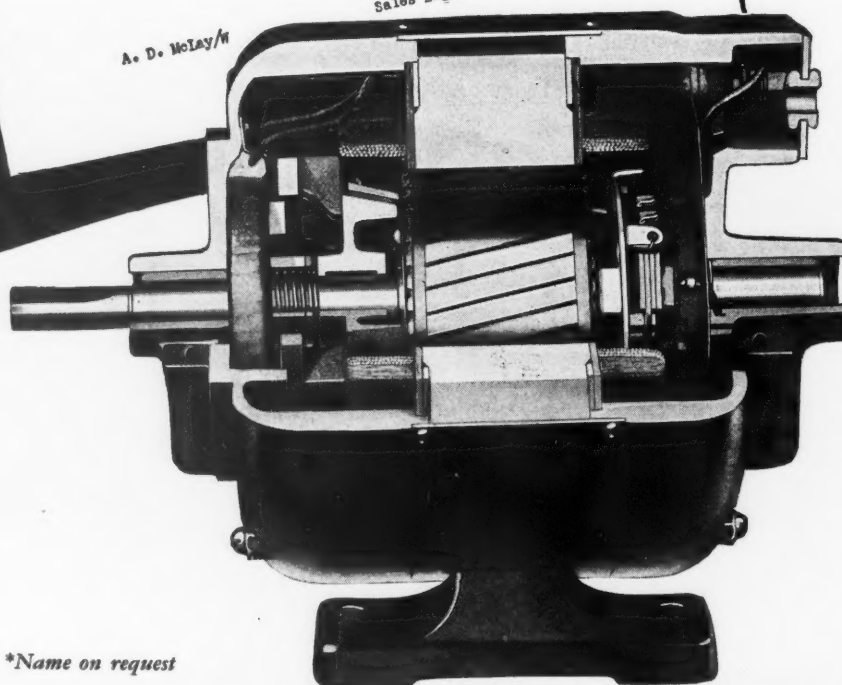
A. D. McLay/m

### Important Characteristics of Sunlight Magnetic Induction Motors

THE Magnetic Induction principle permits the Sunlight Motor to start *free*, picking up its load only after the motor itself has reached  $\frac{3}{4}$  full speed. These important characteristics provide a split-phase motor with

1. Low starting current
2. High starting torque
3. High pull-out torque
4. Increased protection of windings
5. Less danger of burning out when overloaded

\*Name on request



# 3 WAYS and accepted!

THE makers of a new product must first ask themselves, "Who will be interested in this device?" This is the question Sunlight asked about Sunlight Magnetic Induction Motors and had answered by three primarily interested groups.

**FIRST**—the logical buyer — our customers. Typical of Sunlight customers is one washing machine manufacturer\* who tested the new Sunlight Motor by imposing 600,000 stops and starts under a normal load. The Motor has performed up to all expectations. He's enthusiastic—and no wonder!

**SECOND**—the Central Station, which is more and more demanding that appliances with split-phase motors have motors with low starting current and less servicing. Public utilities have tested the new Sunlight Magnetic Induction Motor and have found it so satisfactory that they are using it as a replacement motor in

their service departments. The Detroit-Edison Company and what they say on the opposite page is typical of central station endorsement of Sunlight Magnetic Induction Motors.

**THIRD** — the user of the appliance wants the possibility of fuse-blowing and light dimming reduced to a minimum, together with less opportunity for the motor burning out and requiring replacement. Sunlight Magnetic Induction Motors answer these demands.



Our sales engineers will be glad to demonstrate the new Sunlight Motor or to send one to responsible organizations for their own testing.



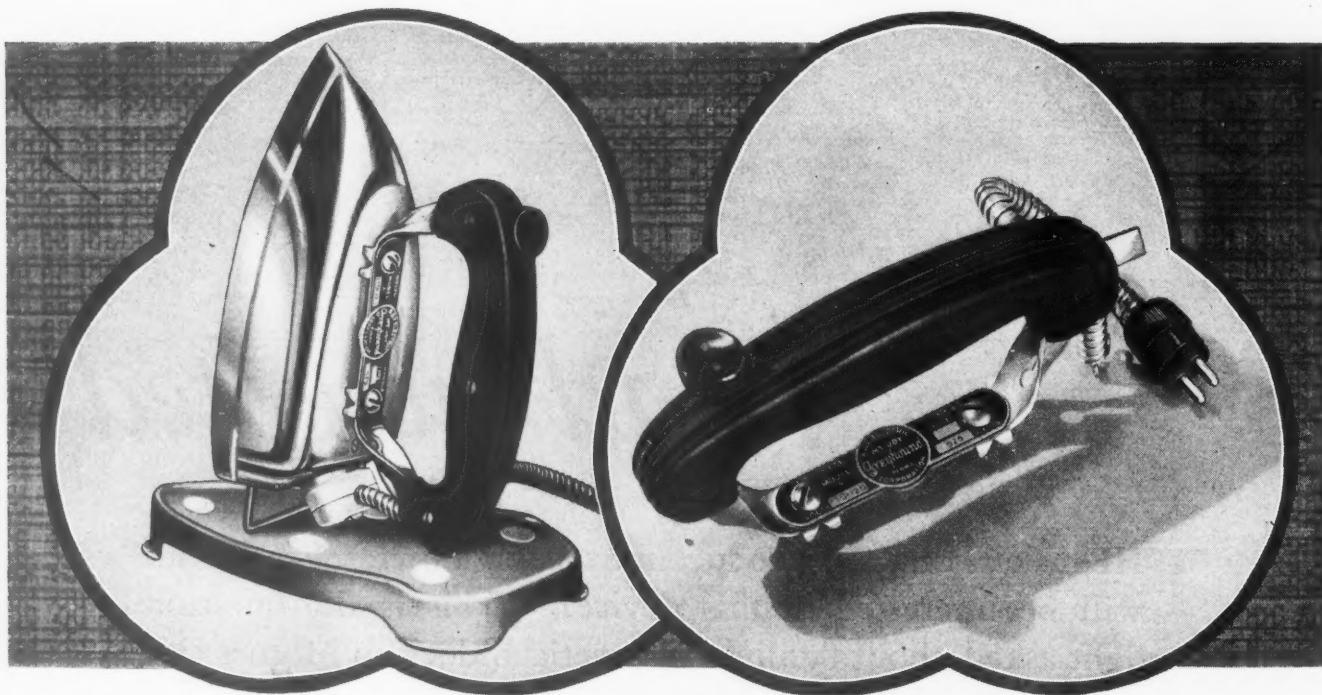
This booklet explains why

The construction and operating features of Sunlight Magnetic Induction Motors cannot be explained in the space available here. A new booklet clearly explains the new Sunlight principles of operation. Write for a copy on your business stationery.

THE SUNLIGHT ELECTRICAL MANUFACTURING COMPANY  
WARREN, OHIO

# SUNLIGHT

*Magnetic Induction* MOTORS



Greyhound pressing iron and the Bakelite Molded handle used on it. Made by R. & R. Electric Corp., Mount Joy, Pa.

## The ventilated handle of Bakelite Molded is always cool

**N**OVEL improvements are incorporated in the design of the Greyhound pressing iron, and several of them were made possible by Bakelite Molded. The handle is built up of four Bakelite Molded plates, spaced to provide constant ventilation, which, together with the low heat conductivity of the material itself, assures a handle that is always cool and comfortable.

Within the handle is an "on-and-off" switch operated by the Bakelite Molded thumb rest—depressing it turns on the current, releasing it shuts current off. In addition to these mechanical advantages, the use of

Bakelite Molded also adds to the beauty of the device because of its rich, lasting color and permanent lustre. In the handles of the Greyhound irons the choice of colors available are black, orange, green, maroon and mottled brown.

Bakelite Molded is being used for handles and other parts of electrical appliances of many kinds. It invariably adds much to the beauty and salability of the devices on which it is used, and is an evidence of quality. Write to us for a list of the manufacturers of electrical appliances and devices using Bakelite Molded.

### BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.

Chicago Office, 635 West 22nd Street

BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.

# BAKELITE

REGISTERED

U. S. PAT. OFF.

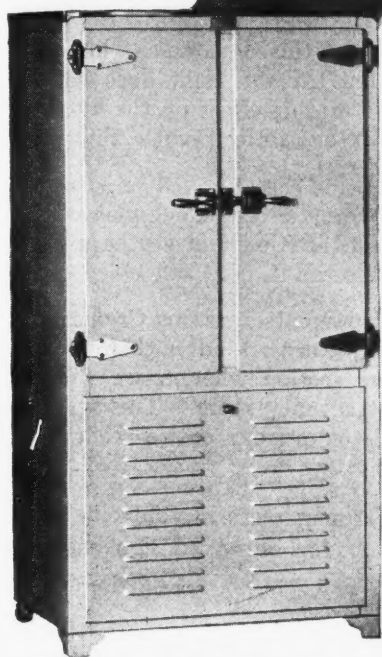


## THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."



**INCREASED  
ADVERTISING  
SUPPORT  
FOR  
MANUFACTURERS  
OF  
MONEL  
METAL  
TRIMMED  
REFRIGERATORS**



Manufacturers of the best known makes of electric refrigerators have adopted Monel Metal trim. These manufacturers will profit by Monel Metal advertising reaching millions of refrigerator buyers.

**MILLIONS OF WOMEN WILL  
BE TOLD OF MONEL METAL'S  
SUPERIOR PROPERTIES**

**N**EXT year will see a still greater widening of the public consciousness of Monel Metal as a material for refrigerator trim and other household uses.

The Saturday Evening Post and Good Housekeeping Magazine will carry Monel Metal advertisements in color into nearly five million of the best American homes.

This advertising will tell housewives what refrigerator manufacturers already know—that Monel Metal brightens up the kitchen, that it is easily cleaned, that it harmonizes with modern color schemes and that it retains its silvery beauty for years on end.

As a result of this impressive advertising reaching millions of homes, new millions of refrigerator buyers will accept Monel Metal trim as an indication of refrigerator quality.

Why not let us tell you more about Monel Metal and our plans for increased advertising?

Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

**MONEL METAL**

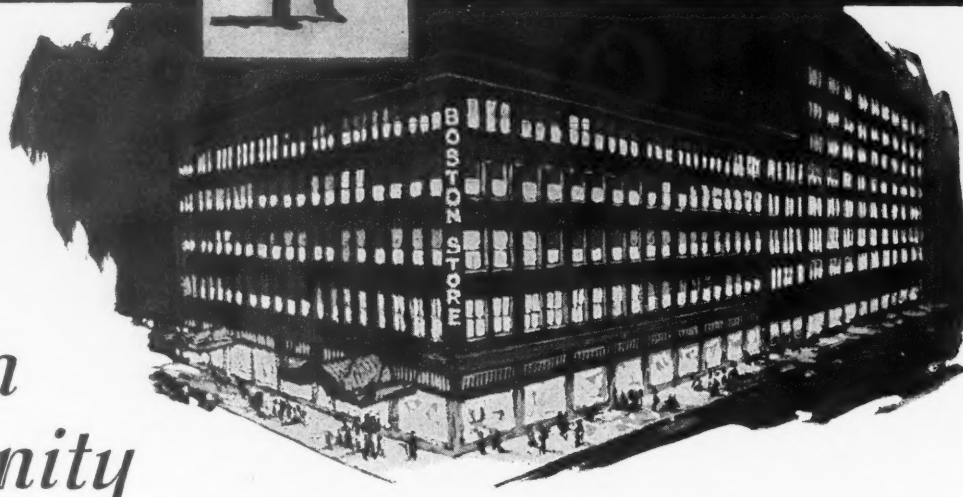
THE INTERNATIONAL NICKEL COMPANY (INC.)



67 WALL STREET, NEW YORK, N. Y.



*Boston Store, Milwaukee. Fixtures  
by Moe-Bridges Co., installation by  
Julius Andrae & Co.*



## *There's an Opportunity Like THIS in Every Community*

THE Boston Store, one of Milwaukee's largest department stores, was equipped with out-of-date lighting glassware. Julius Andrae & Company, Macbeth distributors, saw their opportunity, demonstrated the superiority of Cremax lighting over ordinary white lighting, and got a contract for installing Cremax in two departments for a try-out.

After several months' trial, this is what the Boston Store writes:

"Cremax glass was selected by us for use in our new Ready-to-Wear and Millinery Departments as it harmonized fully with our decorative scheme. The soft, mellow light adds tone to the beautiful walnut woodwork in this section, and emphasizes the ivory tones in the ceiling decorations. It has been found that the Cremax glass adds a touch of warmth which is felt as soon as one enters this attractive section.

"Employees of this department have noticed that the soft light does not have the straining effect on the eyesight so often noticed with sharp white lights.

"Altogether we are very much pleased with the installation and are happy to have selected it.

"These departments are using Cremax globes and we are extending their use to another section wherein we will use about seventy more. This will completely equip our entire second floor."

Every department store in your city offers the opportunity for improved lighting with Cremax Globes. Go after this business.

Macbeth-Evans Glass Company  
Department L, Charleroi, Pa.

FOR BETTER

CREMAX  
Globes

LIGHTING



## Turn the Radio Craze into Lamp Profits, too!

When a radio fan sees a BUSS Light displayed on a radio, right away he becomes a BUSS Light fan, too. And how this handsome little lamp *does* fit the radio! It does anything every other light can do and in addition makes the space by the radio as fine a reading place as any part of the room. It bends to focus light over the edge of the radio—just right to light the dials, the logbook or the evening's programs. (Paste the "BUSS Light—radio ad" from the December 8th

Saturday Evening Post in your window.) BUSS is telling that story to millions of radio owners and is suggesting to you an easy way to tie up with the quick profits the story is creating. Powerful *selling* advertisements are running now in Saturday Evening Post, Woman's Home Companion and Pictorial Review—and, for you, a fast-selling tie-up assortment and a new illuminated display—just the thing for the dealer who wants to feel his way before ordering a large quantity.

# BUSS *Lights*



### \$6.67 profit on a \$13.33 investment

Bussmann Mfg. Co., 2553 University, St. Louis, Mo.

Send me the 1929 assortment containing:

- A. One each of the seven 1929 models of BUSS Lights, so I can fill any call for them as nationally advertised.
- B. A new Lite-'M-Up Display Card for my counter or window that can be illuminated to show BUSS Lights in use and in action.

(Assortment retails for \$20.00. Your cost only \$13.33—dozen-lot price.)

Store name.....

Address.....

City..... State.....

Ship through.....

(Insert Jobber's name)

DON'T FORGET THAT WHEREVER INDIVIDUAL LIGHT IS NEEDED—THE BUSS WILL FIT



# *What it means when we speak of* **LOVELL** *magazine advertising*

We cannot tell you just how many women actually read Lovell magazine advertising each month—but we can tell you this: it would require a thousand great theatres to hold all the women who see the magazines in which this advertising appears, and each one of these theatres would need be as big as The Roxy in New York.

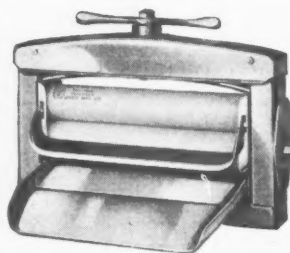
Of these more than 5,000,000 women, the percentage that reads the Lovell advertisements is about the same as that which is interested in washing machines, and who are appealed to by the idea of a *Whiter Wash*.

The reason why the story of "The Better the Wringer, the Whiter the Wash" is being given these women is twofold. First: to increase the appreciation and satisfaction of those who already have washing machines with Lovell Wringer Equipment; second: to suggest to

those contemplating the purchase of a washing machine, that they will get better service by choosing a washing machine with Lovell Wringer Equipment.

Lovell Wringers and Wringer Rolls have come to identify the washing machine maker, or the washing machine dealer, who puts quality first. Through the enlightenment of American women upon the fundamental function of the wringer, this equipment is today a sales-feature of marked and constantly growing importance.

## LOVELL MANUFACTURING COMPANY ERIE, PA., U. S. A.



**Lovell  
Model 28-4**

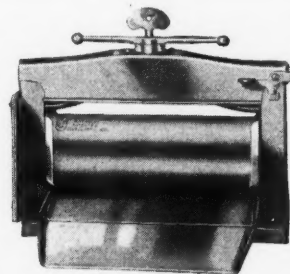
Cold-rolled steel with rust-proof cadmium plate finish. Specially treated oilless wood bearings. Pressure lever instantly released by a quarter-turn.



Patented hard-rubber collars vulcanized into the end of the roll completely eliminate rusting caused by a metal washer.

**Lovell  
Model A**

Pressed steel with rust-proof cadmium plate finish. Specially treated oilless wood bearings. Safety release.



Copyright L. Mfg. Co., 1928

# LOVELL

THE SATURDAY EVENING POST

## The BETTER the WRINGER the WHITER the WASH



Wringer is an Important Part of the Washing Process... The Wringer  
Completes the Cleansing as Well as Starts the Drying

And the better washing machine - from the machine  
of the clothes cleaning service that gives you the best  
best wringer equipment.

For a modern wringer does more than dry the clothes. It  
also cleans them in their own way and gives a white wash  
Culver through a large roller drive system and  
drives that of good volume the service of the wringer.

This is because present, used in the washing  
of clothes and present day, there is some  
point over into the cleaning process, if not and  
may in the future be for thoroughly removed.

A Lovell Wringer, with its semi-soft rubber  
rolls and even young women, require the  
service present in its most efficient, yet most  
gentle form. Thus the wringer really wash.

Be sure that your new Washing Machine has Lovell Wringer Equipment

The following manufacturers of Washing Machines are among those who equip their machines with Lovell Wringer or Lovell Wringer Rolls:

AMERICAN DEVICES CORPORATION	THE MOUNTAIN WAY CORPORATION	NATIONAL MOTOR COMPANY
THE ARIZONA ELECTRICAL MANUFACTURING CO.	LAURENCE ELECTRIC COMPANY	NATIONAL JETTING MACHINE COMPANY
THE BAYTON CORPORATION	LETTI POWER & RUBBER CO.	THE NEW WASHING MACHINE
THE BLACKSTONE MFG. CO.	LEWIS ELECTRIC COMPANY, Inc.	THE PERFECT WASHING MACHINE CO.
THE BLYTHWOOD MACHINERY CO.	LEWIS ELECTRIC MACHINE CO.	THE PRIDE MACHINE CO.
THE BOSS WASHING MACHINE CO.	THE HEBBARD COMPANY	PLATE-HIGH MFG. CO.
BRASSER & WASHING MACHINE CO.	HOE CORPORATION	RELLIN, PRESS CO., Inc.
THE COFFIELD WASHING MACHINE CO.	HORTON MANUFACTURING COMPANY	STANDARD MACHINERY MFG. CO.
THE CONTELL WASHING CO. OF CANADA, Ltd.	HOUSTON MACHINE COMPANY	STONY-LINE AND LUGGERS, Inc.
CONLEY CORPORATION	JACKSON WASHING MACHINE CO.	THE VACUUM TAP COMPANY
CORSEY COMPANY, Inc.	KEITH & WASHING MACHINE CO., Inc.	VOLVO MFG. CO.
THE DUTTON WASHING COMPANY	P. J. ENOEL MFG. CO.	VULCAN MANUFACTURING CO.
THE DEXTER COMPANY	JOHNSON CO.	THE WOODBURN WASHING MACHINE CO.

Write for a copy of the Lovell Bulletin, "Wringer - the Secret of a White Wash" - one free

LOVELL MANUFACTURING COMPANY, Erie, Pennsylvania

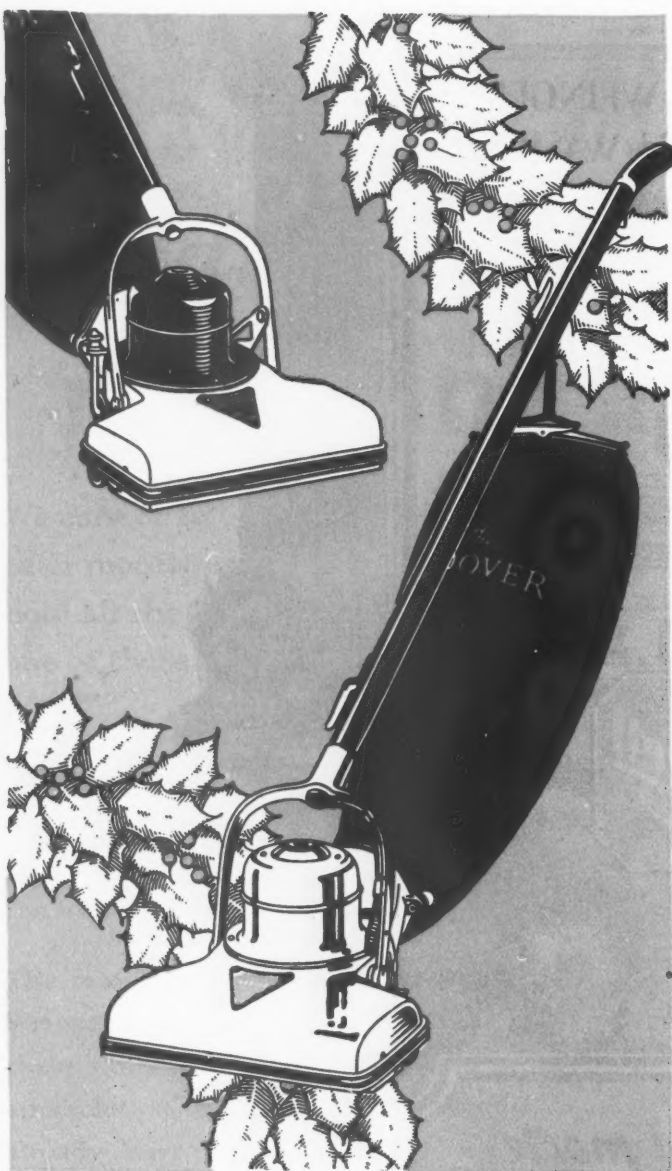
**LOVELL WRINGERS  
AND WRINGER ROLLS**

SAVED OPERATED - POWER OPERATED



*A thousand movie...  
theatres, each as big  
as the biggest could  
not contain the reg-  
ular audience of the  
LADIES' HOME JOURNAL  
and  
THE SATURDAY EVENING  
POST*

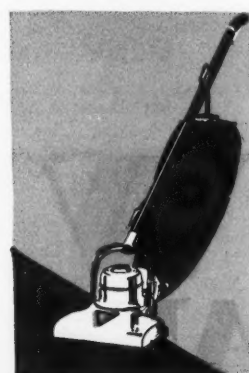
# WRINGERS AND WRINGER ROLLS



# HOOVER LEADERSHIP

is a profitable holiday-selling asset to dealers . . . for example . . . for Christmas gifts alone, we estimate that 40,000 Hoovers will be bought this year—*and every sale will be a dealer sale.*

THE HOOVER COMPANY, NORTH CANTON, OHIO  
*The oldest and largest manufacturer of electric cleaners. The Hoover is also made in Canada, at Hamilton, Ont.*





# Wringer-LESS

HAPPINESS

GUARANTEED

Our big, eight page merchandising plan is an interesting exposition of how the new Apex Wringer-LESS Washer may be successfully and profitably marketed. Our plan deals with every phase of selling and advertising by the dealer. It explains how Apex dealers have at their beck and call the FREE services of the Apex advertising and sales promotion department. It pictures and explains the unusual sales helps, display and other material that is available to Apex Dealers. Leading merchandisers all over the country



are handling the Apex Wringer-LESS. It is the product first, and the merchandising policy and plan next, that is winning for this new and modern appliance its wide and immediate acceptance.

Our merchandising plan tells a story that will help you because it is more than an ordinary plan. It is a text-book. A postal card will bring one to you.

Apex  
SEND FOR MERCHANDISING PLAN

**T**HE YOUNG LADY above is showing you the Apex extractor that operates at 900 *quiet* R. P. M. A whole load is wringer-dried in 60 seconds in this extractor. A little extra time makes the clothes IRONER-DRY! This achievement is winning friends.

The washing is done in five minutes.

The draining is done by an ingenious pump system.

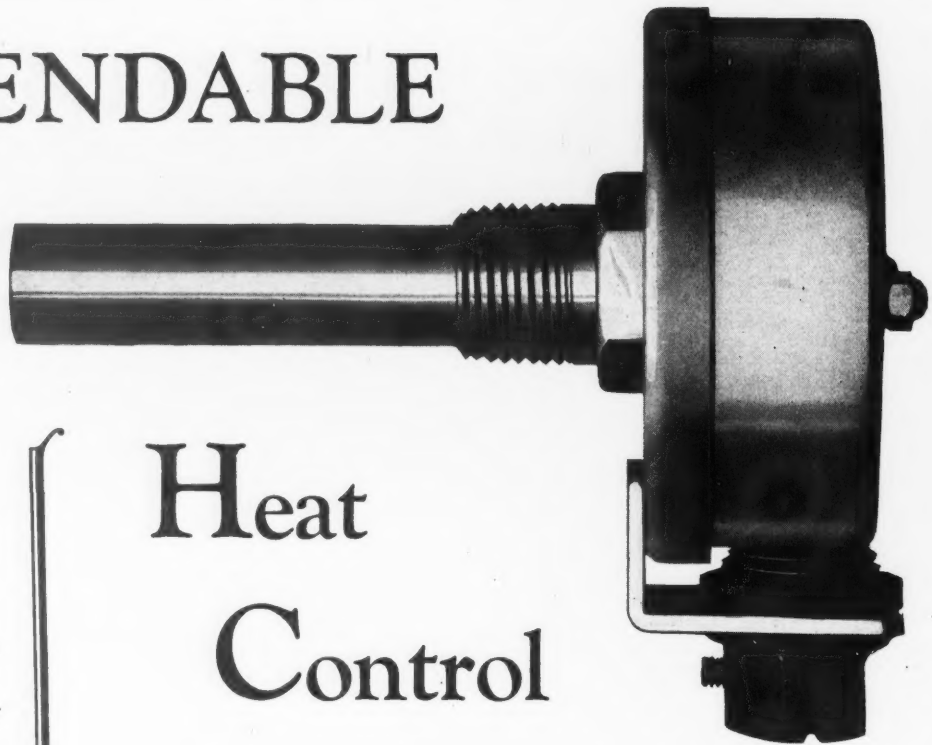
The Wringer-LESS Apex has many good features. There is the duo-tub—handily placed controls—absolute safety—compactness—style—beauty. Our merchandising plan and other material that is sent with it will tell you the whole story.

The Wringer-LESS Apex is *incomparable!*

**THE APEX ELECTRICAL MANUFACTURING COMPANY**  
Cleveland, U. S. A.

Montreal and Toronto, Canada

# DEPENDABLE



## 13 Salient Points

1. Temperature Range  $0^{\circ}$  F. to  $550^{\circ}$  F.
2. Maximum Variation plus or minus  $5^{\circ}$  F.
3. 2 or 3 Wire Control.
4. Maximum Voltage 250 Volts AC or DC.
5. Used on Pilot Circuit only.
6. Relay handles main load circuit.
7. Relay and Thermostat comprise complete control.
8. Open Wire, Armored Cable or Conduit connections.
9. Simple calibration—move indicator.
10. Easy change of temperature range.
11. Minimum number of moving parts.
12. Ratings:  
3,000 Watts—  
115 and 230 Volts.
13. Magnetic Power Switch used on Ratings above 3,000 Watts.

## Heat Control

### —for Liquids and Vapors

If your heat control problem is between  $0^{\circ}$  F. and  $550^{\circ}$  F., consider the Wilcolator Electric Immersion Thermostat.

Simple, rugged, positive, accurate—the Wilcolator Immersion Thermostat and Relay are easily operated as one unit.

Manufacturers of Water Heaters, Water Coolers, Refrigerators, Kitchen Equipment, Sterilizers, Presses, Urns, Oil Baths, Oil Burning Units and other heat control equipment are letting performance tests prove the merits of the Wilcolator Immersion Thermostat.

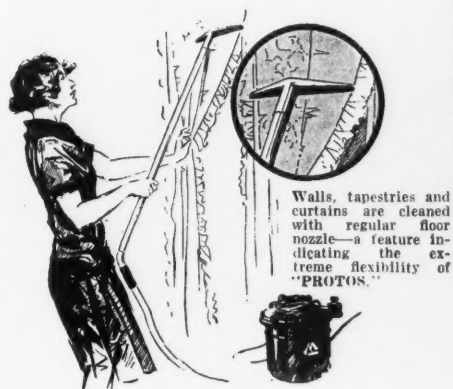
We welcome an opportunity to work on your problems. Write us.

# WILCOLATOR

Type W Electric

## IMMERSION THERMOSTAT

Made by: THE WILCOLATOR COMPANY, 17-23 NEVADA ST., NEWARK, N. J.



*A child  
can operate  
“PROTOS”*

Collected dust may be removed from dust containers without soiling hands—a most valuable selling feature.



## OPENED for you a new vein of suction cleaner prospects

Because of the wonderful appeal of the “PROTOS” cleaner to the housewife, old lists may be reworked and many replacement sales can be made by dealer, crew manager or distributor featuring “PROTOS”—the

*different universal suction cleaner.*

Theatres, libraries, churches, banks, hotels, office buildings, etc. immediately welcome the “PROTOS” method of cleaning and frequently place quantity orders.

### “PROTOS” is different—here’s why

1. It is necessary only to move the light tube and nozzle, which is connected by a flexible hose to the machine.
2. Cleans anything—floors, rugs, carpets, upholstery, walls, draperies, ceilings, moldings, pictures, fixtures, radiators. Special attachments quickly changed.
3. *No dust bag to empty.* The most hygienic means of dust accumulation and disposal on the market. A big sales feature.
4. Instantly converted from suction machine to blower. Special attachments for moth prevention and disinfecting.
5. Durable. Stands roughest usage. Troublefree.
6. Air cooled motor insures continuous, smooth service. Quiet and efficient.
7. Extreme portability and effective operation opens for you the commercial field.
8. Wicker carrier facilitates stair, ceiling and fixture cleaning.
9. Special “PROTOS” Book Brush—a boon to the librarian.
10. EVERY “PROTOS” guaranteed for TWELVE MONTHS.

**Write for full details  
and dealer franchise**

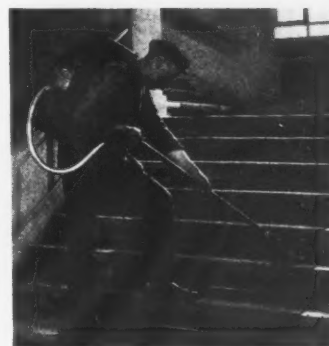
Dealers, crew managers, department stores and central stations can handle “PROTOS” without conflicting with present lines.

Let us show you our *proven* sales plans, and give you an idea of the profits possible.

**MORRILL & MORRILL**  
Sole Distributors  
30 Church St., New York



For cleaning high hanging fixtures, ceilings, covered pipes, mouldings, etc.



Stairways are easily cleaned with the use of the Wicker Carrier.



# Something New!

## More than a Vacuum

**THE TUEC SANITATOR** is the first radical and practical improvement in vacuum cleaner design in 15 years. After 20 years' experience (since 1909) making both installed and portable cleaners, Tuec engineers have accomplished the supposedly impossible. So said dealers at the New York Electrical Show.

**Heavy?** No! A child operates it without slightest exertion. Use it a minute—see how clumsy other cleaners are in comparison. It's as light and easy to use as a pressing iron. Only  $3\frac{1}{2}$  pounds swinging weight in each hand, gliding smoothly over floor, up on to furniture, drapes or under anything with 3 inch clearance.

**Suction?** Plenty! The cooled G. E. motor creates a most powerful suction. A penny whisks thru in a flash! Zip!

**Motor's position?** An exhaustive survey decided that! On the floor a motor is constantly abused—here it's protected—runs always at utmost efficiency because dirt is exhausted to bottom of the bag and held there by gravity—no power lost keeping it suspended in the bag—no back pressure. Hence motor is more dependable, maintains constant high vacuum, will have longer life.

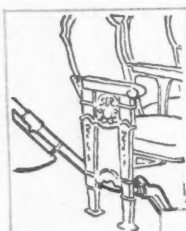
**Now Women Do Complete Cleaning Without Attachments or Moving of Furniture**

The Tuec Sanitizer combines 7 Units in One! Cleans carpets, furniture, drapes, walls, moulding, door and window frames without changing tools.

The turn of a screw converts the Sanitizer to an ideal cleaner for seats and floors of public buildings—a bare floor cleaner and polisher—an automobile cleaner—a perfect blower for factories—an ideal hair dryer—a deodorizer and moth proofer—a paint and enamel sprayer.

Callouts from the main illustration:

- SEPARATES HERE
- RUBBER GRIP
- DIRT FALLS DIRECTLY INTO BAG. NO BACK PRESSURE
- BAG EMPTIES HERE
- SEPARATES HERE



FOR  
CLEANING  
SEAT  
BACKS

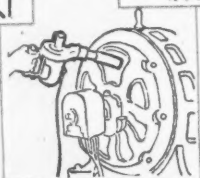
FOR  
CLEANING  
UNDER  
SEATS



FOR  
SPRAYING



FOR  
CLEANING  
FURS



AS A BLOWER

**Sensation  
of New York  
Electric  
Show**

1. The Tuec Sanitizer is so radically, completely and efficiently different that it commands instant notice and admiration. The sensation of the New York Electrical Show.
2. Seven practical units in one.
3. It Enables Dealers to "Murder" Any Direct Sales Competition.
4. Re-opens Entire "Cleaner" Market.
5. Dual Market—Commercial and Domestic—Doubles Sales Possibilities.
6. Priced to Meet "Big" Competition—dealer makes big profit—can pay salesmen unusual commissions and still allow big "trade-in".
7. Exclusive and Protected Territory. Every sale a Dealer Sale.
8. Easy to Carry. Neat Demonstration Package Attracts High Grade Salesmen.

# Something Different!

## Cleaner ~ 7 Units in 1

**Eliminates Competition—Attracts  
Better Salesmen—Pays Bigger Profits  
—Doubles Sales Possibilities**

**T**HE TUEC SANITATOR possesses so many unique and distinct advantages that it is impossible to enumerate them in a single advertisement.

It appeals to and is equally useful in both domestic and commercial fields.

The Tuec Sanitator is ideal for homes, schools, theatres, churches, hotels, stores, factories and public buildings. It is a time-, labor- and money-saver wherever cleaning is done.

### The Lightest Cleaner Made—

The Tuec Sanitator weighs only  $7\frac{1}{4}$  lbs. in use, with cleaning nozzle resting on floor.

The design of the fan casing causes the dirt to fall directly into the bag, preventing back pressure on motor and multiplying motor efficiency. No power lost keeping dirt suspended in the bag.

The Sanitator can be taken apart and packed in a case 25 inches long by 9 inches square. This appeals strongly to high grade salesmen who do not like to carry "something recognizable" from door to door.

The Tuec Sanitator will be sold only through regular retail channels. *Every sale a dealer sale!*

You will be surprised to learn the reasonable price and liberal trade discounts on this newest and most marvelous of all cleaning devices.

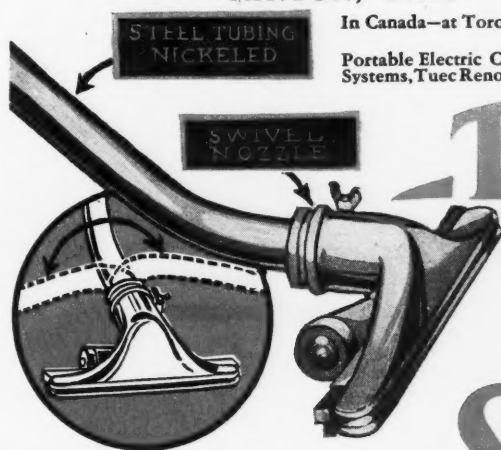
### Reserve Territory Now!

It's the First Real Improvement in 15 Years—and Thoroughly Patented. If you've been right up against stiff competition—if you've been longing for something entirely new and different; if you've had difficulty attracting the right men and holding good sales volume, then this is your opportunity—provided you act quickly. The Tuec Sanitator franchise is *worth real money to the man who acts first*—and secures it.

**"Gets Under Everything—Goes Over Big"**

**THE UNITED ELECTRIC COMPANY**  
CANTON, OHIO

In Canada—at Toronto / Cable Address—Tuec—Canton  
*Makers of*  
Portable Electric Cleaners and Tuec Installed Cleaning  
Systems, Tuec Renovators, Tuec Swimming Pool Cleaners



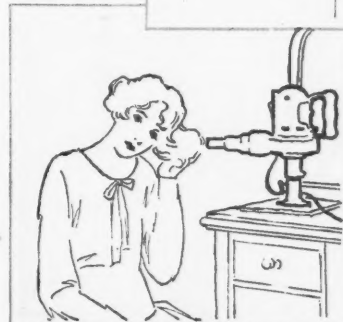
FOR CLEANING  
CARPETS AND BARE FLOORS



FOR CLEANING UNDER  
DAVENPORTS  
3 INCH CLEARANCE

FOR CLEANING  
DRAPERIES

FOR  
MOTH  
PROOFING



FOR DRYING HAIR

# TUEC

# SANITATOR

**"GETS UNDER EVERYTHING—GOES OVER BIG"**

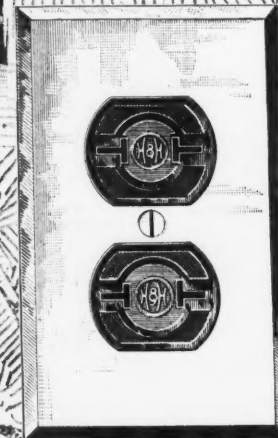
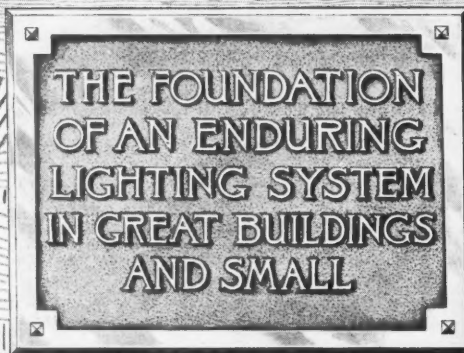
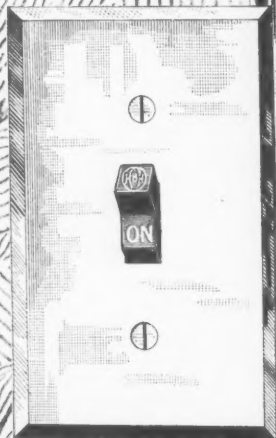
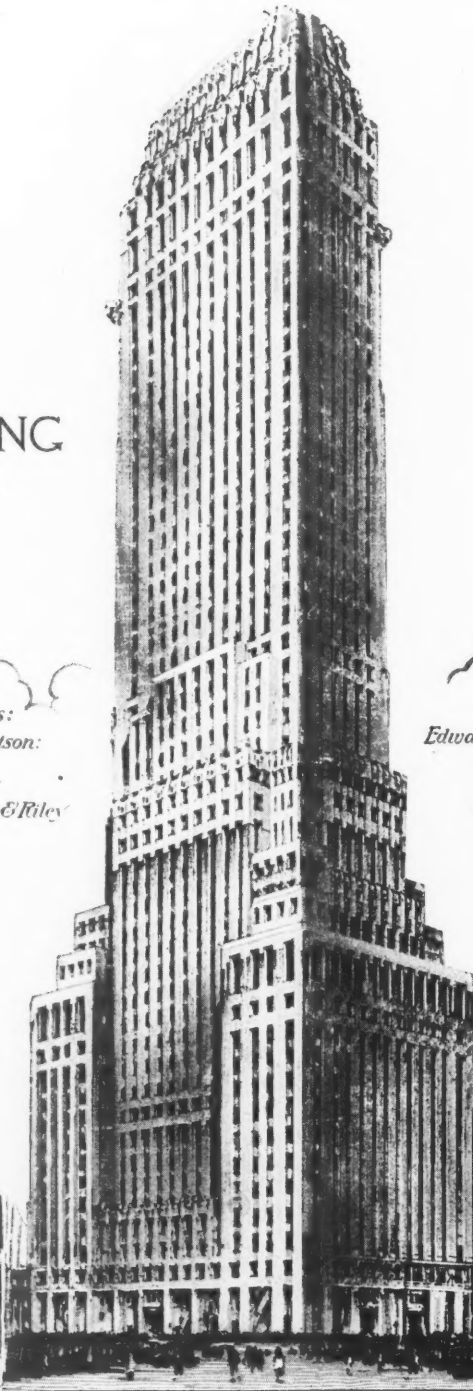
H & H  
in the  
CHANIN BUILDING

42<sup>ND</sup> ST & LEXINGTON AVENUE  
NEW YORK CITY

*Chanin Construction Company*  
*Builders*  
*285 Madison Avenue.*  
*New York City.*

*Architects:*  
*Sloan & Robertson.*  
*Engineers:*  
*Clark, Mac Mullen & Riley*

*Electrical Contrs:*  
*Edwards Electrical Construction Co.*  
*Switches: H & H No 1611*  
*Receptacles: H & H No 1494*



**THE HART & HEGEMAN MFG. CO.**  
HARTFORD, CONN., MAKERS OF ELECTRIC SWITCHES SINCE 1890



# Announcing Prima, Jr.

*The first full capacity washer  
that can be sold under \$100*

This is the machine that is helping Central Stations and live dealers to cash in on competitive washer business.

Remember—Prima, Jr. is a full capacity, 8 sheet washer—the *only* low-priced washer with these de luxe features:

- Full-size tub. ¼ hp. motor.
- Ease of starting and stopping. Machine cut gears, running in oil.
- Full size wringer with automatic release.

Prima, Jr. is a washer you'll be proud to offer your customers.

Get your share of dealer dollars, quick turn-over and rapid sales.

Get the details in time for the holiday business.

**PRIMA MANUFACTURING CO., INC.**

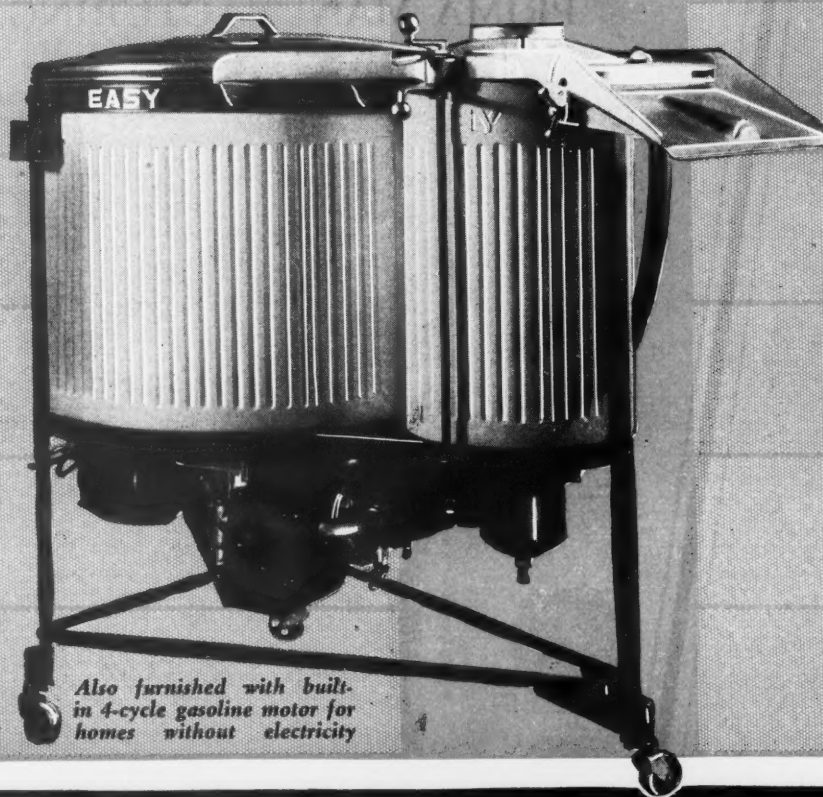
Sidney, Ohio



# How about

**80%**  
of EASY Sales  
are new  
wringerless  
type

Only  
**20%**  
of EASY Sales  
are old  
wringer-  
equipped  
washers



Also furnished with built-in 4-cycle gasoline motor for homes without electricity

# EASY



# *the public?*

**D**OES the public like the new EASY—the wringerless washer that is safer, faster, easier, gentler? What effect is EASY'S big national advertising campaign featuring the new EASY Damp-Dryer having?

☞ Is the new wringerless EASY reducing the sale of the old-fashioned wringer washer to any extent?

☞ If so, what about next year?

These questions are vital to you. They cannot be ignored.

And they can be answered—now. EASY sales tell the story.

Today over 80 per cent of all EASY Washers sold are the new wringerless type. The sale of EASY wringer washers has dwindled to less than 20 per cent. EASY wringer washers are equipped with every known safety device. They cost less.

But the public demands the improved washer—the wringerless washer—the safe washer.

EASY realizes the mighty appeal of this revolutionary washing feature. It is being advertised in the biggest national

magazine campaign ever placed behind a washer.

The demand will be overwhelmingly in favor of the new wringerless EASY Washer next year. This is insured by the new national advertising supported by new local advertising, new window displays, new training for resale men—all featuring the superiority of the EASY Damp-Dryer over the wringer.

The greatest washing machine opportunity of the decade is here. Public demand proves it. Get proofs of the new EASY national ads. Write for the new EASY story today.

SYRACUSE WASHING MACHINE CORPORATION  
SYRACUSE, NEW YORK

# THE SAFE WASHER

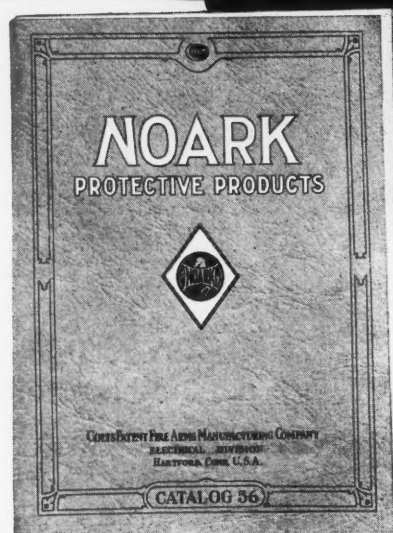


# Noark

## Meter Service



**"Save yourself  
a lot o' trouble and work  
Here's what you need!"**

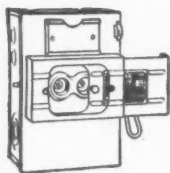


Here's your main entrance switch! Here are your Meter Service Cabinets! There are your fittings; — pictures, diagrams, sizes and prices!

Just what your specification calls for and what the power company's code requires — Everything — right here in this **Noark Catalog No. 56** for every service entrance or meter service job you land.

Why chase through a miscellaneous lot of price lists every time you want to make a purchase. You can't make money doing that.

Everything for a service entrance or meter service installation made by the organization which started the idea of standardized meter protection.



**ACCO**  
30-60-100 ampere  
capacity. Load side  
fuses accessible.

**COLT'S PATENT FIRE ARMS MFG. CO.**

ELECTRICAL DIVISION

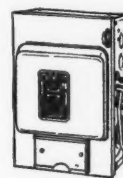


**HARTFORD, CONNECTICUT, U. S. A.**



NEW YORK · BOSTON · PHILADELPHIA · PITTSBURGH · CHICAGO · SAN FRANCISCO 33-5-30

**UNIVERSAL**  
30 amp. Service en-  
trance and facilities  
up to 4 branch  
circuits.



**SECO**  
30-60-100 ampere  
capacity. All fuses  
sealed.

# "Building our engines like houses and staying the boilers square"

High ideals! Motivated by them, Anthony Gloster built ships—on such principles Robbins & Myers builds fans and motors.

Fans with the trim symmetry of line—smooth, powerful action. Motors that breathe in cooling air and have bronze bearings of super-size and strength. These features give you but a glimpse of Robbins & Myers progressive manufacturing thought and practice.

For 30 years and more, Robbins & Myers have pressed steadily forward—always progressing. While engineers improved products and built up production, sales executives created a system of distribution nation wide.

Near you a Robbins & Myers branch or agency waits to serve you—their dealings as four square as Sir Anthony's ships.

Consult with a Robbins & Myers representative. He will be glad to help you in any way at his command.

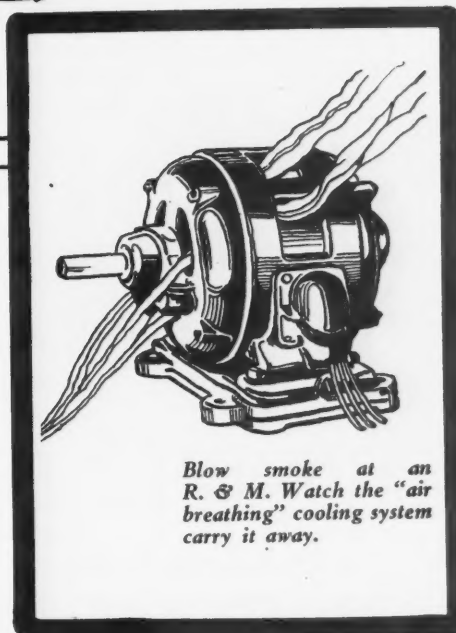
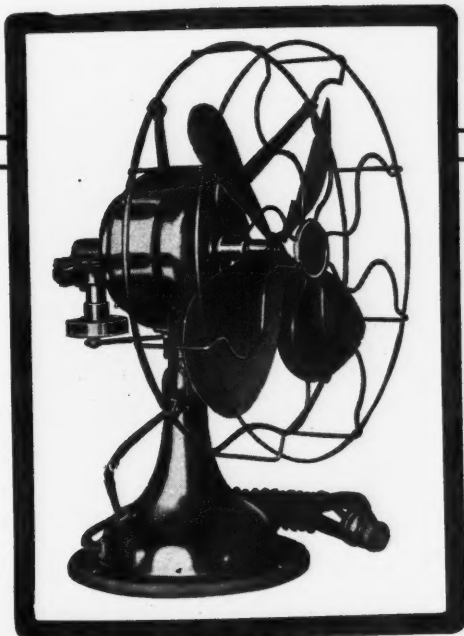
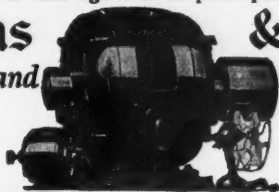
**Robbins & Myers, Incorporated**

Springfield, Ohio

Brantford, Ont.

*Branches and agencies in principal cities*

**Robbins & Myers**  
*Fans and Motors*



Blow smoke at an  
R. & M. Watch the "air  
breathing" cooling system  
carry it away.

# You still have an Unlimited market for "BREEZO" FANS



ALTHOUGH we have issued sales franchises to hundreds of appliance dealers during this past year, we *KNOW* that the sales possibilities for the popular Buffalo Breezo Fans have hardly been touched. The reason for this statement is found in the fact that the opportunities for Breezo Fans sales are as great today as those that were available to the pioneers in the vacuum cleaner business.

How we have arrived at this conclusion is of interest to every appliance dealer. This means that in Buffalo Breezo Fans you have an opportunity to get in on the ground floor on a proposition that, in dollars and cents, must be very profitable to you. The fact that this half-century old organization, with a record of 50 years of ventilating achievement, is behind each of its agents, assures your success in the home ventilating fan business. Our method of cooperating with each of our dealers to sell his local prospects should interest you.

The fact that we are ready to cooperate with you in helping you to get apartment, club, restaurant, bakery, store, shop, garage, factory, office and industrial plant Buffalo Breezo Fan installations in whatever proportion you are equipped to handle this type of business, suggests another pertinent reason why you should write us, *TODAY*, for full information on what a Buffalo Breezo Fan franchise means to you.

## Ozeerb the Breezo Man says:

"Wherever the dust-dispelling, odor-ousting and smoke-eliminating efficiency of the popular Breezo Fans have been displayed, they have always received favorable comment."



## Buffalo Forge Company

205 Mortimer St., Buffalo, N. Y.

In Canada—Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

1878



1928

—“Air Engineers  
for Fifty Years”





# WRAP YOUR MERCHANDISE IN GATOR-HIDE AND YOUR CUSTOMERS WON'T BE APT TO RAP YOU

**G**ATOR-HIDE is TOUGH. It stands up under the severest kind of treatment almost any package would be asked to take. And it puts up the staunchest kind of resistance to tear and moisture.

Look for the Gator-Hide trade mark on every roll you buy just to make sure it's—

*There's a Gator-Hide Kraft distributor in your territory*



*Another Certified Product of*

## INTERNATIONAL PAPER COMPANY

Main Sales Office: 100 EAST 42nd ST., NEW YORK CITY

*Mills:*

BASTROP MILL  
BASTROP, LA.

CAMDEN MILL  
CAMDEN, ARK.

LOUISIANA MILL  
BASTROP, LA.

# 2 Proved Profitable

## Some *facts* about the folks who make them

THE first home rotary oil burner—ABC—was installed in 1921. Competitors scoffed at it. "It won't work" they predicted.

But like most prophets they were wrong. In the last few months several manufacturers—finding it increasingly difficult to buck ABC—have started imitating it. But they are seven years behind!

Seven years of concentrated research in the perfection of home rotary oil burners—now acknowledged to be the most efficient type—has given us a wealth of knowledge that means extra dividends to dealers.

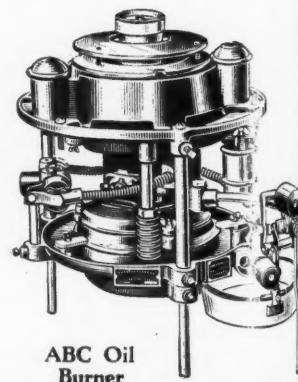
Lucky is the dealer who sells a good product; twice fortunate is the man whose merchandise is seven years ahead of the crowd.

A research and development laboratory, said to be the finest in the industry, is our dealers' guarantee of continued mechanical leadership.

### *No More Pioneering*

Public acceptance has been won. No longer is it necessary to sell oil heat. The majority of home owners want an oil burner. And the dealer who sells a good burner at the right price can get their orders at a profit.

Join the oil burner industry now as it enters its most profitable year.



ABC Oil  
Burner

# Some *facts* about these money-makers

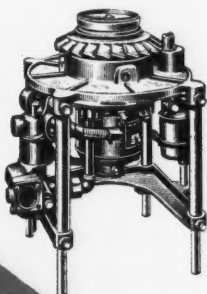
## ABC *the deluxe oil burner*

Both the mansion and the cottage are prospects for the dealer who sells these two proved oil burners. The market is as vast as your ambition.

ABC has only one moving part that can wear. Rugged construction and the elimination of delicate adjustments reduce service calls to a minimum.

Quiet and odorless. Approved by all safety boards. Economical to operate. Thousands of installations.

Heat King  
Oil Burner



## HEAT KING *the burner for every man*

Every man can afford Heat King. And the dealer who sells Heat King and ABC has a burner for *every man*.

As the little brother of the famous ABC, Heat King acquired all of its advantages—plus, low price.

Heat King carries the guarantee of the foremost manufacturer of rotary oil burners. Production facilities have been greatly increased in anticipation of the biggest sales in oil burner history.



Originator of the home rotary oil burner

Member of the Oil Heating Institute

**Automatic Burner Corp.**  
312 North May Street, Chicago

*Lead the Oil Burner Parade*

*Mail this for the facts*

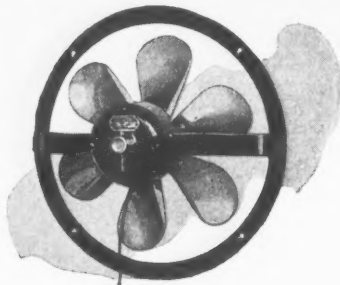
Automatic Burner Corporation  
312 N. May Street, Chicago  
Without obligation, send me full information on  
ABC and Heat King.

Name .....

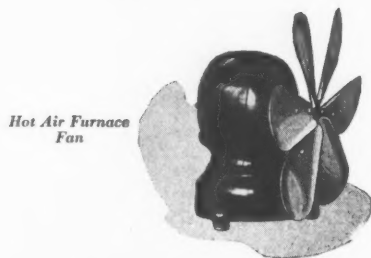
Address .....



# NEW

**PRODUCTS**
**MARKETS**
**PROFITS**


Commercial Exhaust Fan



Hot Air Furnace Fan

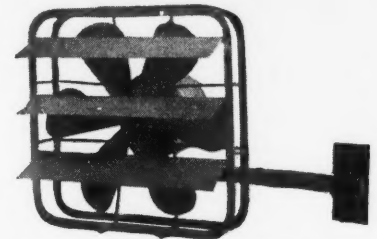


Flexible Shaft Grinder on Pedestal Mounting

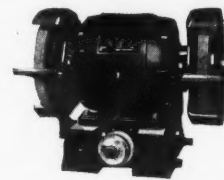
**I**MPORTANT additions to the Peerless line are opening up new profit opportunities for all Peerless representatives. A new line of flexible shaft and electric bench grinders—a new industrial cooling fan—a new household ventilating fan—a new hot air furnace fan—all new—all built to Peerless long established standards of quality. These—in addition to Peerless exhaust fans, desk fans, ceiling fans and hat cleaners offer a varied and complete line in a live market.

*A limited number of territories are open to sales representation for these new products—and for the complete Peerless Line. Write for interesting details of Peerless sales opportunities—and the attractive profit possibilities in Peerless Products.*

THE PEERLESS ELECTRIC COMPANY  
Warren, Ohio



Utility Fan for Household Use



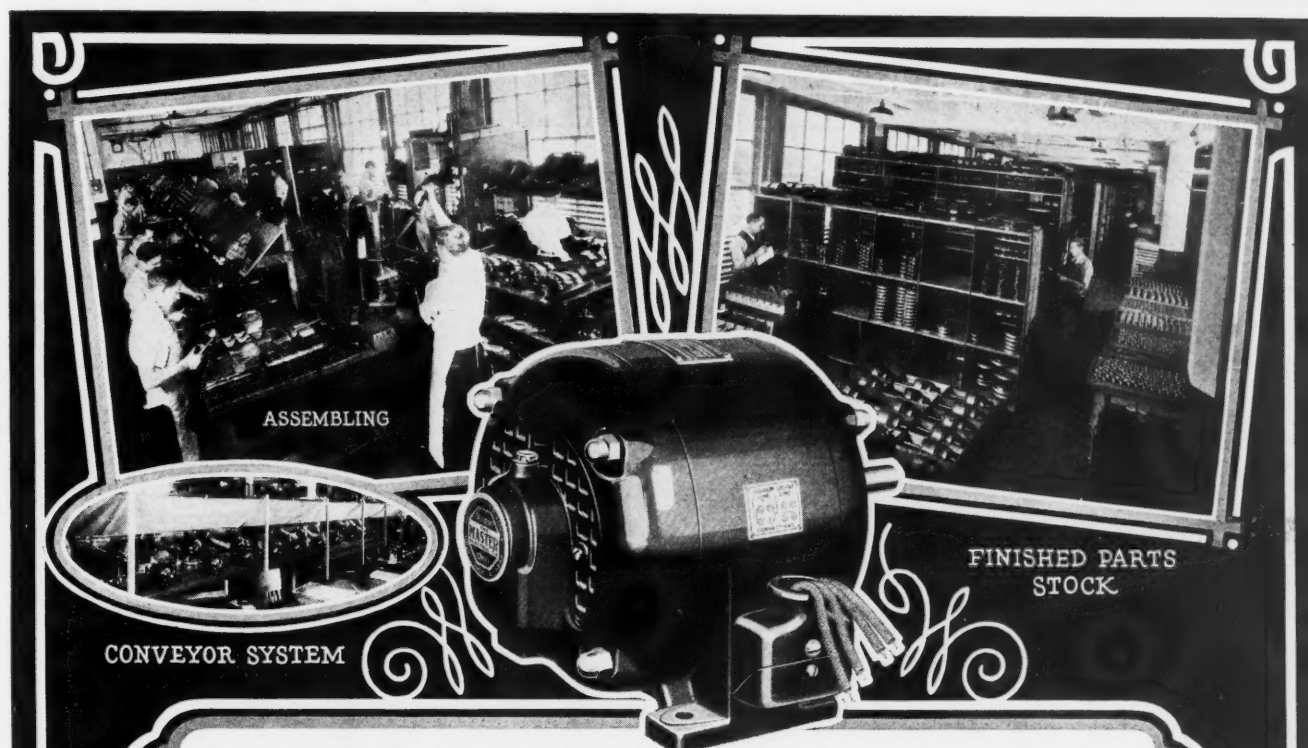
Bench Grinders of various types



A Complete Line of Desk Fans

Industrial Cooling Fan

NOW IN OUR **36<sup>th</sup>** AND GREATEST YEAR



**MASTER MOTORS** *make good because-  
parts and complete assembly  
undergo rigid tests.*

Test after test is given to Master Motors during the entire period of their construction. These tests are rigid, painstaking, conscientious. Nothing is left to chance or guess-work.

At least seven times in the process of manufacture, windings, for instance, are subjected to a break-down voltage many times greater than the normal voltage a motor would undergo while in service. Other parts, from raw materials onward, are also thoroughly inspected, all along the line of production.

When completed, every Master Motor meets with a running test. No greater assurance could be given our customers that Master Motors perform satisfactorily in a wide range of applications.

Although our up-to-date plant has fine, modern equipment for large production, we believe in quality first. The record of Master Guaranteed Motors shows how well this ideal is put into action.

Write for all the particulars.

**THE MASTER ELECTRIC COMPANY**  
DAYTON, OHIO

STOCKS CARRIED IN PRINCIPAL CITIES

*More Than 70 Service Stations*

**MASTER GUARANTEED MOTORS**

$\frac{1}{20}$  TO 10 H.P.



**Less than 40°**

# TIREX PREFERRED—

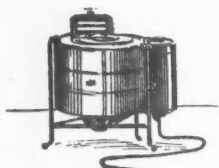
*A real "buy" for every  
manufacturer in the market  
for an appliance cord—*



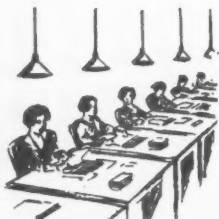
**Vacuum  
Cleaner**



**Office Equipment -  
Dictaphones -  
Adding Machines**



**Washing  
Machine**



**Drop Lights**



**Portables**

"Sales resistance" is the bugaboo that every manufacturer knows. TIREX Portable Cord on an appliance reduces the "Sales resistance" and is an excellent lever to be used in prying open selling opportunities.

If an appliance is TIREX equipped, central station merchandising men and dealers know that as far as the cord is concerned there will be no "come backs" and numerous service calls with resulting loss of load.

TIREX Portable Cord, Type S, is a heavy duty cord, one that is made for particularly hard service. Type SJ is a lighter type of cord for service where the more rugged Type S is not required.

Cleanliness, freedom from dust and fraying, smooth outer surface, no kinking, light weight and long life are TIREX Cord advantages worth considering.

Type S Cord is made in one, two, three or four conductors. Type SJ is made in two conductors only. Both cords consist of rubber insulated conductors surrounded and protected by an outer sheath of tough, wear-resisting rubber.

If you are not acquainted with TIREX Portable Cords we will be pleased to send you more complete information and samples.



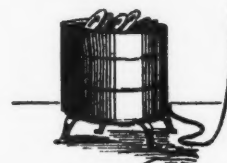
## SIMPLEX WIRE & CABLE CO

MANUFACTURERS

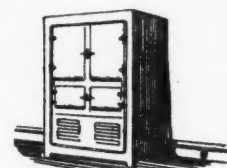
201 DEVONSHIRE ST., BOSTON

BRANCH SALES OFFICES

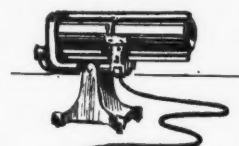
CHICAGO, 564 W. Monroe St.      SAN FRANCISCO, 390 Fourth St.  
NEW YORK, 1328 B'way      CLEVELAND, 2019 Union Trust Bldg.  
JACKSONVILLE, 1010 Barnett Nat'l Bank Bldg.



**Dish  
Washer**



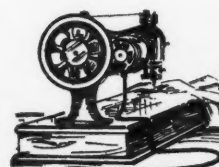
**Electric  
Refrigerator**



**Electric  
Ironer**



**Floor Scrubber  
and Polisher**



**Sewing  
Machine**



**Electric  
Fan**



# *The Barton* LINE Offers Opportunities for Sales at a Profit .....

*in both the popular and  
higher priced range....*

**T**HE Barton Model C is an attractive, well finished washer that has not been skimped in any detail... nothing to detract from the sales advantage of the popular price. It has every advantage of washers in the higher price range—appearance—size—quality of materials and workmanship—convenience of operation—and washing method.

The Barton Model D is a truly DeLuxe Model in every detail—a washer that will instill enthusiasm in every sales organization.

MODEL D



**INVESTIGATE  
NOW**  
and be ready to start  
1929  
on a profitable basis

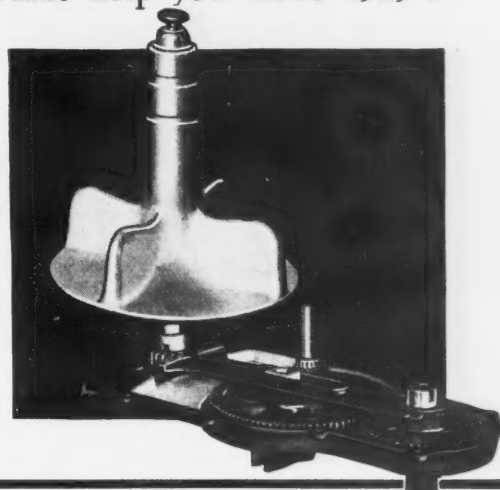


MODEL C

**U**NUSUALLY advantageous manufacturing facilities make possible these high grade Barton Models at prices that assure profits to the distributor and dealers—Profits as well as volume.

Let Barton value help you make 1929 a profitable year.

Barton Mechanical Units are trouble-proof. The transmission is 100% spur gear construction—no worms, worm gears, or bevel pinions. All shaft bearings are bronze-bushed. The submerged agitator has extra wide wings—a large diameter stem—and a convenient clutch on top the agitator stem.



**THE BARTON CORPORATION**

IN CANADA: MAXWELLS LTD., ST. MARYS, ONT.

WEST BEND, WISCONSIN

*...another reason for*  
**Emerson Dependability**

## **38 Years' Experience**

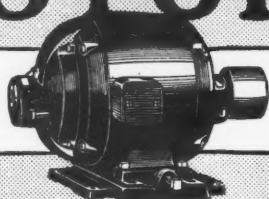
**T**HE manufacturer who needs a special motor finds an ideal combination of quality and experience behind Emerson Motors. Emerson's electric and mechanical standards are unusually exacting—in design, tolerances, materials, workmanship and testing. And our 38 years' experience in building special motors for practically every small motor use assures a prompt intelligent application of this built-in excellence to your particular requirements.

THE EMERSON ELECTRIC MFG. CO.

2018 Washington Ave., St. Louis, Mo.  
806 W. Washington Blvd., Chicago, Ill.  
50 Church Street, New York City

# **EMERSON MOTORS**

Specialists for 38 years,  
Motors 1/30 to 2 hp.



Split phase, Polyphase, D. C.  
Repulsion Start Induction

BUILT BY THE MAKERS OF EMERSON FANS



# In 2 Years the Toastermaster

*Supplants Old-Style  
Toasters in  
200,000 Homes!*

And on These Toastermaster Sales  
the Dealer Made his Full Margin  
of Profit

NO Cut Prices, NO Deals,  
NO Premiums,  
NO Special Offers  
to Sell the Toastermaster

Here's one toaster that people freely pay \$12.50 for.  
You get your full price and your full profit.

None of your profit goes into deals—no profits lost in  
premiums—no mark-downs nor special offers.

But straight sales—that show a profit greater than the  
total retail price of many toasters.

That was one factor in Toastermaster's phenomenal sales  
the first year. But mark this—sales so far this year have  
been 3 times greater than any previous season. This is why:

## *The Only Toaster in the World You Needn't Watch*

Automatically Toastermaster makes toast just as you  
want it. Toasts: light brown, medium, or crisp—and does  
it automatically.

No watching, no turning, no more burnt toast. The  
only "no-bother," "no-burn" toaster made. No other  
toaster is like it—no other does what it does—no other  
maker can make a toaster like it.

Straightforward, steady advertising—both national  
and local—keeps putting these unique advantages be-  
fore millions of people.

Thus people who buy Toastermasters buy them because  
they want them. They don't want any other toaster  
and they're not looking for premiums or deals to buy.

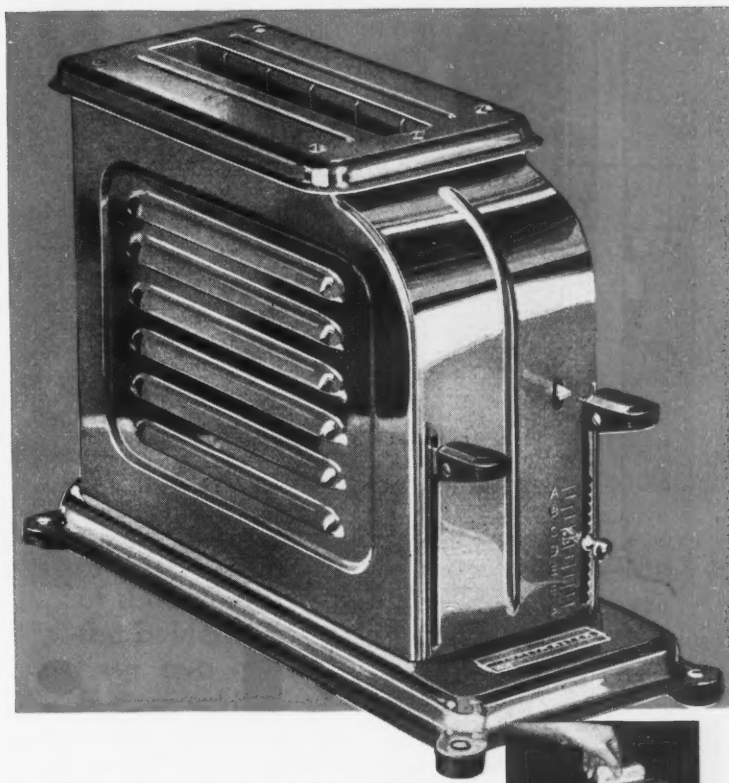
And, in the first nine months of this year, sales are  
already more than 200% ahead of any previous year.

## *How This Is Done*

These sales are made only because people want the  
Toastermaster. In the few cases where it has been tried,  
we know of no instance where premiums or special  
offers have increased the sale.

Toastermaster sales have a normal rate of growth—a

**TOASTMASTER**  
AUTOMATIC ELECTRIC TOASTER



constantly increasing number of people who buy it  
because they want it—they know that no other toaster  
will do what Toastermaster does.

This number is being constantly increased by con-  
servative, planned, national and local advertising.  
Advertising which tells, in simple, direct terms of the  
unique advantages of Toastermaster.

And the dealer's net profit on each sale is larger than  
his total price on many "campaigned" toasters.

## *A Proved Selling Plan*

Dealers have worked out for us a simple, inexpensive  
proved selling plan on Toastermasters. No deals nor  
schemes, no free offers nor high-pressure.

But an effective, profitable way of making money on  
the rich Toastermaster market in every community.

Write for this plan today. See in dollars and cents just  
what other dealers are making on Toastermaster.

In justice to your own business, get these facts. Then  
throw out the plan, if you want to. But get the facts  
before you determine your plans and your buying for  
this fall.

## **MAIL THIS—MAIL IT NOW.**

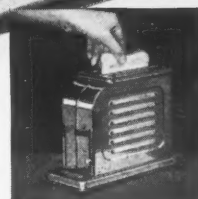
WATERS-GENTER CO.,  
221 N. Second St., Minneapolis, Minn.

Gentlemen: Without any obligation to me, please send me full  
information on selling plans, prices, etc., of the Toastermaster—the  
toaster that sells at full retail price.

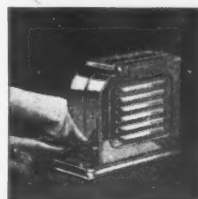
Name.....

Address.....

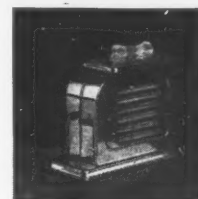
City.....State.....



1 Drop a slice of bread in  
open—set indicator for  
EXACT kind of toast  
you want.

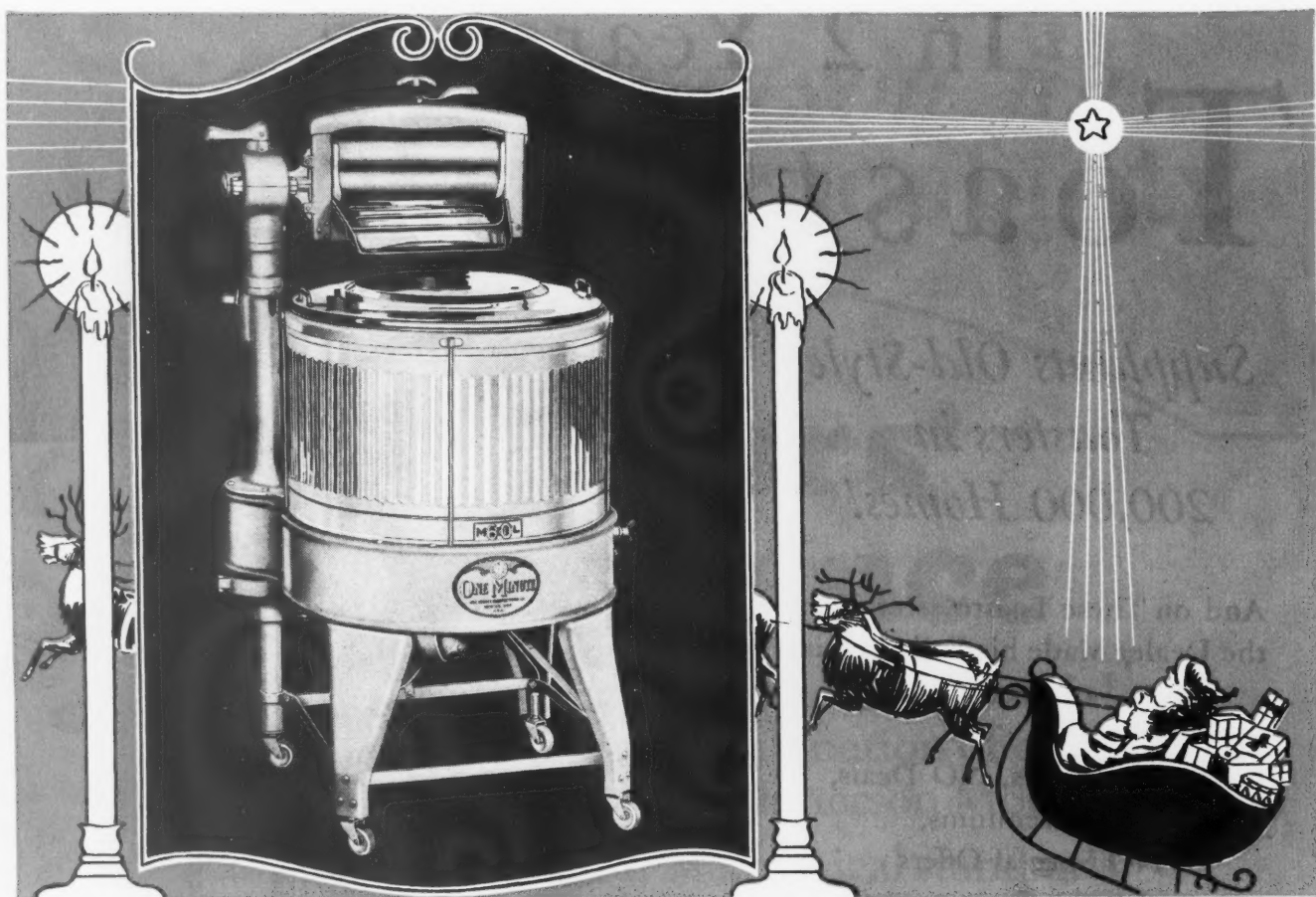


2 Press the levers down  
—then forget you are  
making toast.



3 "Pop" and it's there on  
top. Just the kind of  
toast you ordered.





# for Christmas



## THE ONE MINUTE DEMONSTRATORS *Good Entertainment*

*Listen in on any of the following stations—*  
 KDKA—Pittsburgh, Monday evenings from  
 7:30 to 8:00 p. m. Eastern Standard Time.  
 WHO—Des Moines, Wednesday evenings  
 from 6:30 to 7:00, Central Standard Time.  
 KYW—Chicago, Thursday evenings from 6:30  
 to 7:00, Central Standard Time.

**ONE MINUTE**  
 MODEL  
**60**

**T**HE outstanding value in all washing machine history, is the Model 60 One Minute. For those who select a washer at Christmas, this One Minute offers every worthwhile modern feature and best of all it can be sold at a price from \$40.00 to \$60.00 less than many other washers of like quality. With its handsome appearance, full capacity copper tub—wonderful flexible turbinator, latest wringer—in fact everything that is desired today in an Electric Washer—the Model 60 One Minute is by far the choice of the washer field.

Now is the time to arrange for the One Minute Franchise—Big things are ahead for retailers handling this washer next year. Write or wire.

## ONE MINUTE MANUFACTURING COMPANY

Dept. E.M.

NEWTON, IOWA

And UNITED ELECTRIC COMPANY OF CANADA, LIMITED  
 14 Breadalbane Street, Toronto, Ontario



## Capitalize the Great Popularity of the Belden Floor Cord!

Think of it! Here is a cord that runs under the rug and provides outlets just where they are needed. It is absolutely safe and the soft pliable rubber insulation will not wear the rug. It is easy to install; no tools are required.

"Just what I need," is the first exclamation of thousands of housewives when they see the Belden Floor Cord. "We will have to have two of them," is what others say. Every cord in service advertises their utility.

This convenient floor cord sells on sight! Dealers everywhere find it a drawing card that not only sells well, but by making quick installation easy helps sell other electrical appliances.

Order a stock of Belden Floor Cords from your jobber today and display them in your windows. Let them register their popularity on your cash register.

### Three More Belden Items that make profits for dealers



**Belden Tuff Replacement Cords** for washing machines and appliances are equipped with the Belden Soft Rubber Plug (Listed as standard by Underwriters).



The **Belden 10-Ft. Appliance Extension Cord** has a neat brown cord, a Belden Floor-Type Outlet, and an Unbreakable Belden Soft Rubber Plug (Listed as standard by Underwriters).



The **Belden Jr. Cordlite** has a Belden Safety Handle Socket, attractive Beldenlac Cord, and an Unbreakable Belden Soft Rubber Plug (Listed as standard by Underwriters).

# Belden

Mail This  
Coupon →

Belden Manufacturing Company,  
2306-B S. Western Ave.,  
Chicago, Illinois.

Send complete information about the profitable Belden Accessory Line which includes the Belden Two-Outlet Floor Cord.

Name.....

Address.....

# *The* BEST TONIC for YOUR SALES

Looking for a real sales tonic?

Here it is . . . . . The Master Healthizer. This splendid exercising, massaging and reducing machine will put real "pep" into your sales. Prescribe it freely for your customers. Let them "shake well while using" -- and they'll buy it.

Get full details at once about this fast-selling, profitable way to health.

**The Master Electric Company**  
Dayton, Ohio.



**None  
Genuine  
without this  
Trade Mark**



The  
Master Electric Co.,  
Dayton, Ohio.  
Send me complete details  
about The Healthizer.

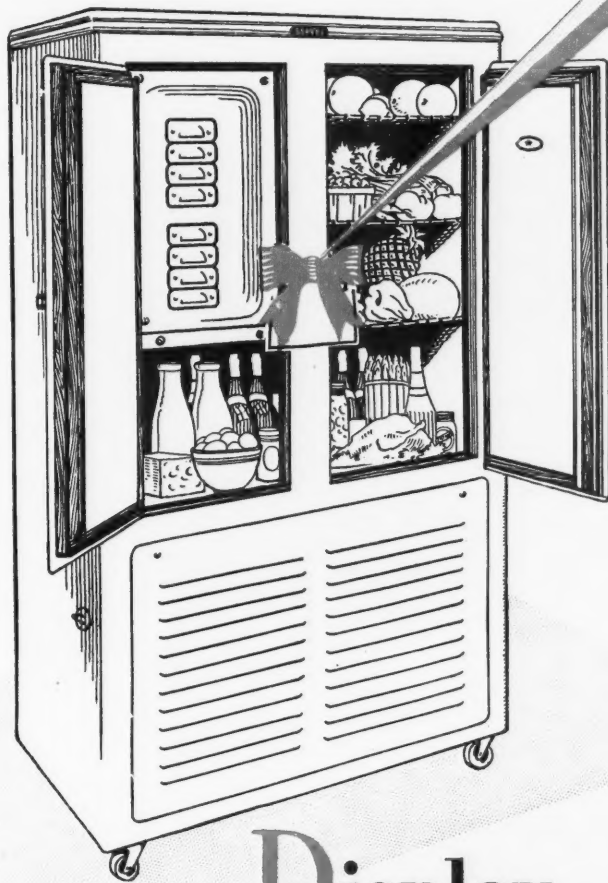
Name.....

Address.....

City..... State.....



Hang Christmas Card  
here



#### SANTA CLAUSES

*Servel has solid oak frame .....liners are of fused porcelain on Armco Ingot Iron . . . hydrolened corkboard insulation . . . modern, multitone colors . . . the perfect gift for all the family, all the year.*

**Display and demonstration**  
*make December sales run high*

"IT'S a gift!" said the Christmas shopper when he saw Servel in the dealer's window. Electrical dealers who are keeping Servel up front these days agree. Good display and thorough demonstration are making December sales figures mount. We hope this will be the best December you've ever had.

### SERVEL SALES, Inc.

Factory and General Offices: Evansville, Indiana

Administrative Offices: 51 E. 42nd St., New York

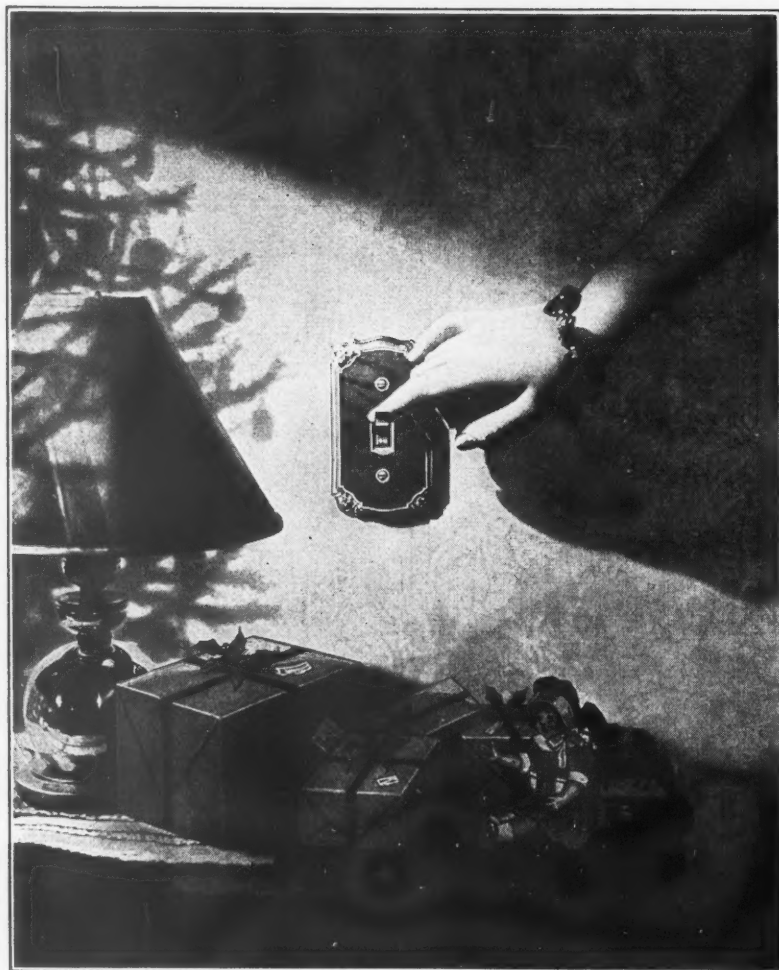
LOS ANGELES

CHICAGO

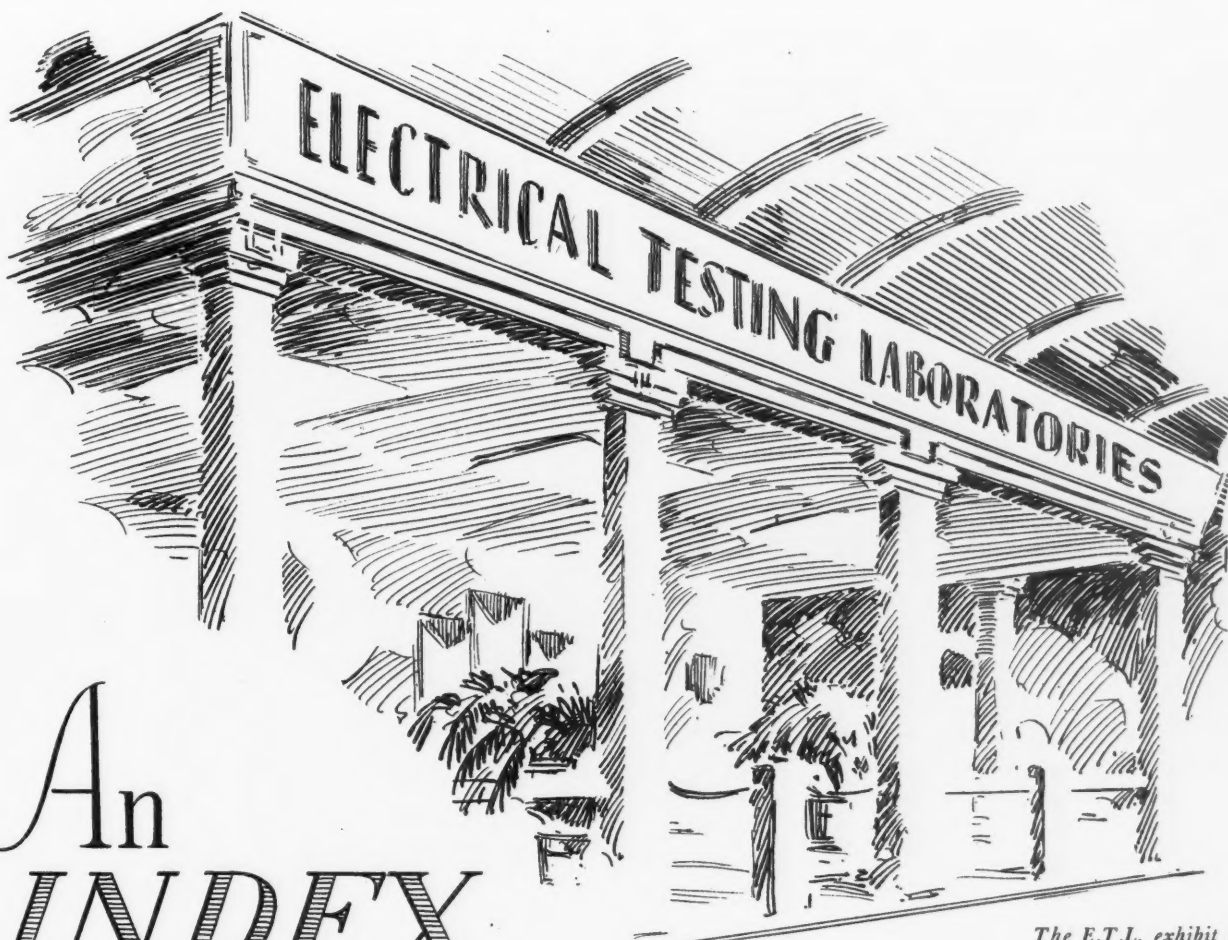
OAKLAND

**SERVEL**  
Electric Refrigeration

## *Season's Greetings* ·



THE BRYANT ELECTRIC COMPANY



*The E.T.L. exhibit at the  
Philadelphia Electric and  
Radio Show*

# An INDEX

## of public interest in the performance of APPLIANCES

Visitors to the exhibits of Electrical Testing Laboratories at Atlantic City—

(and more especially at the New York and Philadelphia electrical shows where public participation was more pronounced)

—were intensely interested in the variation of performance in different appliances.

While E.T.L. exhibits are arranged solely to show manufacturers of lighting equipment, appliances, etc., the work being done by utilities on specifications and tests—the public interest in the results is an index of the correctness of the idea.

### BOOKLETS AVAILABLE

Light on Lighting	What is R.L.M.?
Testing Lead - Covered Cable	The Measurement of Light
Checking and Calibrating Electrical Instruments	Testing and Approval of Automobile Headlamps and Tail Lamps
Tests of Small Domestic Appliances	Refrigeration Tests
	What is E.T.L.?

And a general booklet on tests entitled "Know-by-Test"

# KNOW

# -by Test

## Electrical Testing Laboratories

80th Street and East End Ave.

New York  N.Y.

*Thirty years in the Service of the Electrical Industry*



## Every Week— a New Window Display!

*Complete Plans for a Whole Year  
in this New Dennison Course*

Of course you want your show windows to make money—every merchant does—but what a task it is to work out a fresh, new display every week throughout the year. But now you can have displays that can be installed quickly and easily at very little cost, and that are suitable for use with any merchandise. For Dennison has prepared a complete, practical course of instructions for making and arranging window displays for every possible occasion.

You might well expect a course such as this to cost you \$15 to \$20 or even \$30, but we want every merchant to know the many ways that Dennison Crepe paper can be used to make windows pay. So the price has been set to cover barely the cost of placing the course in your hands.

And that isn't all. If you will send the coupon at once, we will include with your course 6 folds of Dennison Crepe in a variety of colors at no extra charge.

**Send No Money** To get the new Dennison Course all you need do is to write your name and address on the coupon and when the package comes pay the postman \$3.00 plus a few cents postage. Then, if you do not consider the course worth many times this small cost, return it and back will come your money. Fill in and send this coupon now.

**What You Receive** The new Dennison Window Display Course contains 64 big pages, size 12x14 in. and 23 illustrated charts, size 14x22 in. Shows you how to put in backgrounds, how to make display fixtures, how to decorate show cases, how to design show cards. It teaches you all the tricks of cutting, folding and manipulating crepe paper. Through simple, step-by-step illustrated instructions you learn how to make crepe paper rosettes, tubes, pompons, drapes, fluted edges, waves, fringe, nets, puffing, festoons, borders and panels. You also learn a new and easy method of show card designing and a simplified system of show card writing and lettering.

**Dennison's Window Display Studios**  
Department 129-Z, Framingham, Mass.

**DENNISON'S WINDOW DISPLAY STUDIOS**  
Department 129-Z, Framingham, Mass.

Please send me the Dennison Window Display Course and 6 folds of Dennison Crepe. I will pay the postman \$3.00 plus the few cents postage. If I am not more than satisfied, I may return the Course within 10 days and you will refund my money.

Name .....

Street and No.....

City..... State.....

NOTE: If you prefer to enclose the \$3.00 now the Course will be sent postpaid. If sending \$3.00 put an X here.....



## Opening new markets for profitable sales



*Make your  
ELECTRICAL  
APPLIANCE  
DEPARTMENT  
Complete  
with the  
HILD  
Floor  
Machine*

for  
**SCRUBBING  
WAXING  
POLISHING**  
all floors

Complete set of  
attachments include:

1. Palmetto Scrub Brush
2. Tampico Polishing Brush (also used to apply wax)
3. Sandpapering Disc
4. Steel Wire Brush



Labor saving electrical household appliances are always in demand and there is no more useful, time and labor saving appliance for the home than the Hild Floor Machine. Scrubbing, cleaning, or polishing floors is as essential as the "daily bread" and an easier, faster method is bound to appeal.

The Hild Floor Machine is different. It is rugged enough for commercial use. It offers sales possibilities both in commercial and domestic fields. Its mechanical features and many uses are explained fully in an illustrated bulletin.

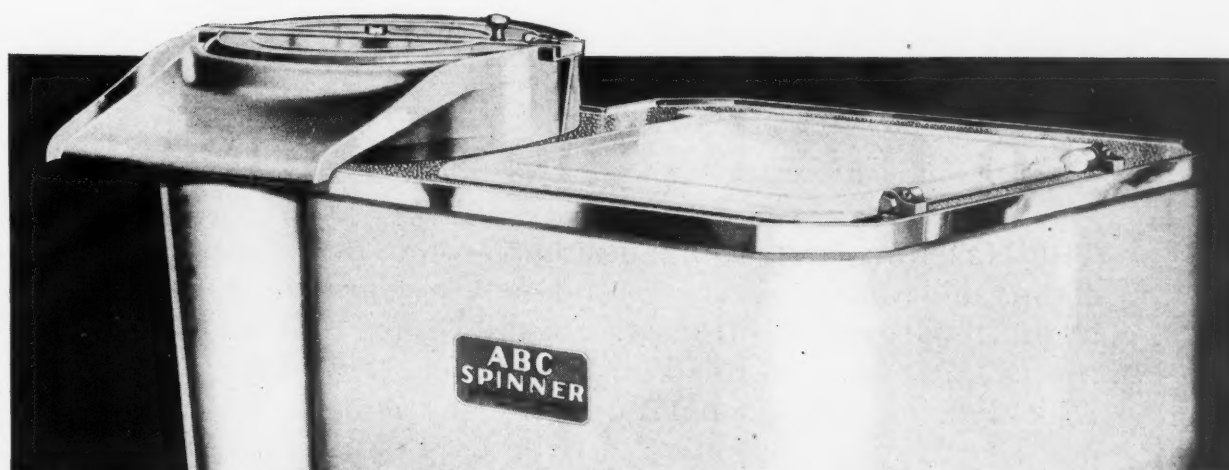
Jobbers, dealers, central stations, and distributors are urged to write.

**HILD FLOOR MACHINE CO.**

108 W. Lake St.

Chicago

Illinois



## TIMKEN *Tapered Roller* BEARINGS



### Freeing Service-Slaves

Once a sale is made, the product either continues to give service or the dealer has to service it.

With Timken Bearings both the dealer and the user have every evidence that the product will retain its original excellence for a longer period.

Altorfer Bros. Company, Peoria, Ill., makers of the A.B.C. Spinner, represent one of a host of manufacturers who safeguard modern

engineering by the safest and most modern means—

*That means Timken Bearings.*

For only Timkens give such certain protection against wear and free users and dealers from the burden of continual service attention.

And Timken-equipped products sell more easily—just mention the Timken Bearing feature to your prospects.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

# To the Radio Trade:

THE Hazeltine Corporation desires to call to the attention of the radio trade the decision rendered November 15, 1928, by Judge Grover M. Moscovitz of the United States District Court for the Eastern District of New York in Brooklyn, in the action brought by the Hazeltine Corporation against a Brooklyn distributor of radio receivers.

In this decision Judge Moscovitz holds that the radio receivers involved in the action infringe Hazeltine Patent No. 1,533,858.

*As a result of this decision the Hazeltine Corporation is entitled to an injunction against the defendant (Brooklyn distributor), and an accounting and recovery of profits, and to damages based on the sale by the defendant of all these receivers.*

Every distributor and dealer selling radio receivers which are an infringement of the Hazeltine patents is liable to the Hazeltine Corporation for profits and damages sustained because of such infringement. *Such profits and damages are independently recoverable entirely apart from any recovery that may be had from the manufacturer.* It is the penalty provided by the Patent Law for handling and selling infringing apparatus.

The decision of Judge Moscovitz is the fourth such favorable decision by Federal Courts, holding infringement and sustaining the validity of the various Hazeltine patents covering the inventions of Professor L. A. Hazeltine as employed in Neutrodyne radio receiving sets.

Judge Moscovitz in his decision held that the use of an inherent neutralizing capacity to effect neutralization is an infringement of the Hazeltine Patent. In most of the modern Neutrodyne receivers manufactured under license a physical neutralizing condenser is used.

*Distributors and Dealers* — To be safe from infringement and from liability for profits and damages, be sure the radio sets you handle are manufactured under license and therefore fully protected under the Hazeltine Neutrodyne and Latour patents.

All infringements of these patents will be prosecuted promptly and vigorously by the Hazeltine Corporation.

**HAZELTINE CORPORATION**  
15 EXCHANGE PLACE, JERSEY CITY, N. J.



**Special  
Offer for  
DECEMBER  
Only!**

AMERICAN ELECTRICIANS' LIBRARY CROFT

1 CONDUIT WIRING

2 ALTERNATING CURRENT ARMATURE WINDING

3 ELECTRICAL MACHINERY AND CONTROL DIAGRAMS

4 LIGHTING CIRCUITS AND SWITCHES

5 CIRCUIT TROUBLES AND TESTING

6 ELECTRICAL MACHINERY

REWINDING SMALL MOTORS BRAYMER AND ROE

**FREE**  
—if you act now—  
Braymer and Roe's great book—  
REWINDING SMALL MOTORS—  
comes to you absolutely FREE if  
you act now in getting your AMER-  
ICAN ELECTRICIANS' LIBRARY  
instead of waiting until later on.  
REWINDING SMALL MOTORS  
gives you practical information  
about rewinding all types and de-  
signs of fractional horsepower mo-  
tors. It is yours without charge  
if you act now.  
Offer void after Dec. 31

### The only library of its kind in print

**T**ERRELL CROFT prepared this new subscription library for practical electricians. The books are packed with the kind of practical step-by-step, helpful information and question-answering diagrams and illustrations that has made all the other Croft books so famous.

Terrell Croft's

## American Electricians' Library

Six volumes—over 2,000 pages—fully illustrated. Special durable library binding

*\$1.50 in ten days and \$2.00 monthly for 8 months.*

**T**HE six volumes of Croft's AMERICAN ELECTRICIANS' LIBRARY bring you step-by-step directions for the installation of every type of conduit wiring job; they tell you just how to handle every kind of lighting circuit and switch job; they give you stunts for saving time on maintenance routine; they give you usable tips on electrical machinery erection; they offer you practical, clear explanations of all kinds of A.C. armature winding jobs; they bring you a thousand armature winding and electrical machinery and control diagrams; they show you the surest, quickest methods of locating and remedying circuit troubles. They cover a thousand and one problems that you have to face daily. They give you the kind of practical job information that has made all of the Croft books famous. They are books of useful hows and whys and wherefors for wiremen, trouble shooters, armature winders, electrical maintenance men and electrical contractors.

### More than 1,000 wiring diagrams—

The thousand wiring diagrams in these six books are alone worth the price of the entire library to any practical electrician. Many of these diagrams are unobtainable elsewhere; many more are very hard to get from any other source; all of them are much clearer and more helpful than most wiring diagrams available.

These wiring diagrams alone make Croft's AMERICAN ELECTRICIANS' LIBRARY a great set of books.

There are over a thousand diagrams in these six books, including:

- |   |   |
|---|---|
| 300 single-phase armature winding diagrams. | 100 three-phase armature winding diagrams.            |
| 9 single-phase armature winding diagrams.   | 570 electrical machinery and control wiring diagrams. |
| 52 two-phase armature winding diagrams.     | 300 lighting circuit diagrams,                        |
| and a number of other special diagrams.     |   |

The latest Terrell Croft books in a special binding at a special price of \$17.50

Examine these books at your leisure in your own home or shop, just fill in and mail the coupon. No obligation to purchase—no salesmen—no red tape. See coupon for details.

**SEND THE COUPON TODAY** →

**FREE EXAMINATION COUPON**

McGraw-Hill Book Co., Inc.  
370 Seventh Avenue  
New York

Gentlemen—Please send me the Croft American Electricians' Library (shipping charges prepaid), for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 per month until \$17.50 has been paid. If not wanted, I will write you for return shipping instructions. Upon receipt of my first payment you are to send me, free of charge, a copy of Braymer and Roe's Rewinding Small Motors. (Write plainly and fill in all lines.)

Name .....

Address .....

Position .....

Company ..... EM-12-28

# Now! Electric Cookery

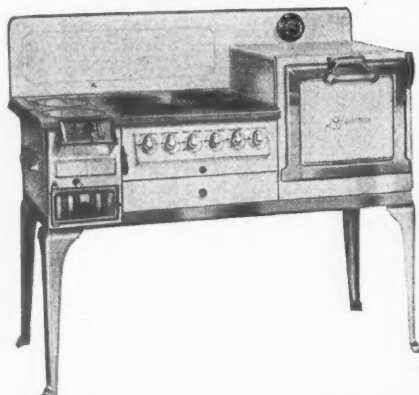
with Year-'Round Comfort

The L & H Electrics Combination Range  
With Built-In Kitchen Heater

Here it is—an electric range with kitchen heater built in to make one compact unit—a range as complete as the most exacting housewife can demand.

In summer—the comfort of cool cooking and baking—

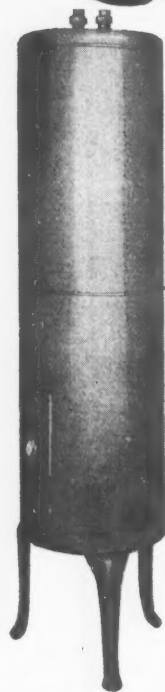
In winter, spring or fall—additional warmth economically supplied when needed. Convenient for quick disposal of waste paper and kitchen rubbish the year 'round.



## L & H ELECTRICS

TRADE MARK

A model is also available trimmed with pastel shades—Nile Green, Alice Blue, Arabian Tan, Coral Red, Oriental Yellow—the new color vogues now so popular with the modern housewife.



## L & H ELECTRICS

### Water Heater Storage Type

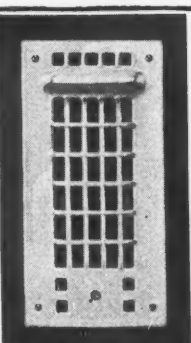
Simple—compact—automatic—in 10-gallon, 25-gallon, and 53-gallon capacities. Complete and ready for immediate installation (for A.C. or D.C.) Unaffected by frequency or voltage changes.

Heating Unit is easily removed for cleaning without disturbing plumbing.

If you want quick turnover, better profit and minimum servicing, you want the L & H Electrics line. For profit facts regarding the full line, use the information coupon below or write.

L & H Electrics  
Water Heater  
Finished in Nile  
Green. Ideal for  
kitchen installation.

BRANCHES AT  
136 West 42nd Street,  
New York, N. Y.  
L & H Building,  
2626 W. Washington Blvd.,  
Chicago  
1636 Fourteenth Street,  
Denver, Colorado  
715 Bryant Street,  
San Francisco, California



L & H Electrics Flush  
or Wall Type Air  
Heater

For permanent installation. Made in both white and furniture finish porcelain enamel in an assortment of sizes.

L & H Electrics  
Appliances Include:  
Ranges  
Hot Plates  
Waffle Irons  
Toasters  
Table Stoves  
Irons  
Heating Pads  
Curling Irons  
Heaters  
Urn Heaters  
Portable and Flush  
Type Air Heaters and  
Water Heaters

A. J. LINDEMANN & HOVERSON CO.  
1245 Cleveland Avenue, Milwaukee, Wis.

Gentlemen:

Send your representative with full information about L & H Electrics Ranges in color; also L & H Electrics Water Heaters.

NAME.....

ADDRESS.....

## MAKE H. B. SHERMAN MFG. CO.

Your Source of Supply  
for

## GROUND CLAMPS

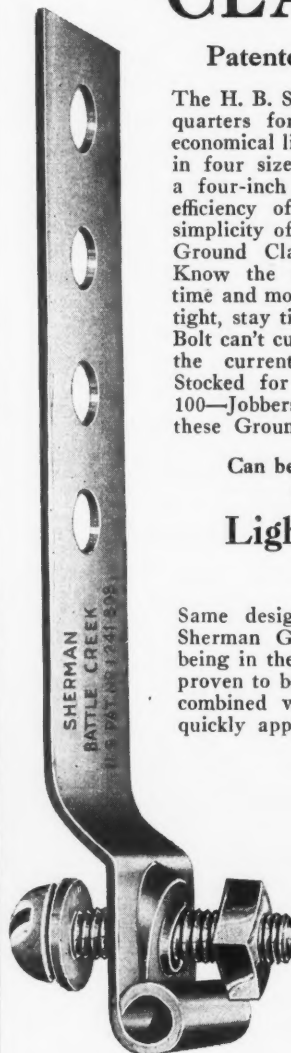
Patented—Approved

The H. B. Sherman Mfg. Co. known as \*Headquarters for Terminals, has in its extensive, economical line a perfected Ground Clamp made in four sizes, covering all requirements up to a four-inch pipe. These clamps combine the efficiency of the high-priced clamps and the simplicity of the cheap ones—and, the Sherman Ground Clamp is an improvement on both. Know the following: Easy to apply—Saves time and money—Durable—Can't corrode—Grip tight, stay tight—Wraps around pipe straight—Bolt can't cut thru copper—Copper alone carries the current assuring perfect conductivity—Stocked for immediate delivery in cartons of 100—Jobbers will find it profitable to handle these Ground Clamps.

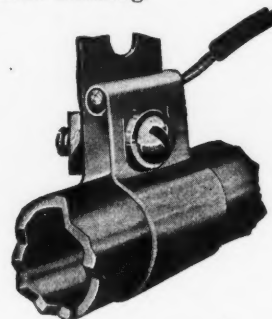
Can be equipped with the genuine  
Sherman Soldering Lug.

### Light Ground Clamps Ideal for Radio

Same design and construction as the heavy Sherman Ground Clamps, the only difference being in the lighter metal used. This style has proven to be very popular, because of low price combined with efficiency. Can be easily and quickly applied without soldering.



Used extensively for grounding  
conduit work in home wiring.



All Copper  
one piece

A screwdriver  
only is needed

### \*Headquarters for Terminals

Sherman makes a high quality, complete, and economical line of Terminals, including Soldering Lugs, and wire fittings for Radio. Sherman Terminals are now generally accepted as the proper devices to use because of their exclusive features, advantages, and economy.

**SOLD THROUGH JOBBERS**



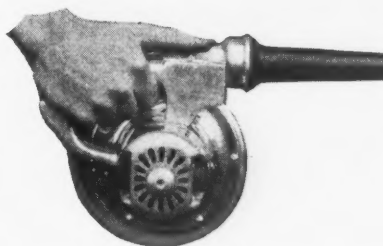
H. B. SHERMAN MFG. CO.  
Battle Creek, Mich.



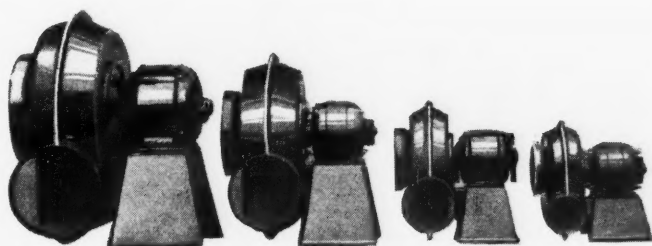
## Sturtevant Midget Blowers

*"Midgets in Size but Big in Performance"*

USED for blowing dust and dirt from motors, generators, switch boards and machinery of all kinds—hard to get at places. It shoots *dry air*—250 feet per second—right where you want it. Light in weight, convenient to handle, universal motor—for A.C. or D.C. Also made in stationary type with foot rest.



## Sturtevant Ventilating Sets



THESE fans are ideally adapted for the ventilation of small and medium size rooms—in general up to 7500 cu. ft. contents. May be used for ventilating kitchens, toilets, chemical laboratory hoods, motion picture and telephone booths, bank vaults and similar places. May be operated either as an exhaustor or blower. Six sizes.

## Sturtevant Propeller Fans

FOR exhausting directly to out-of-doors. Widely used in restaurants, bakeries, garages, laundries, industrial plants and many other places. Quickly installed at very moderate cost—gives years of effective service. Quiet motor, fully enclosed as a protection against dust, fumes, grease, etc. It will deliver more air, size for size, than any other similar fan on the market.



### B. F. STURTEVANT COMPANY

Plants and Offices at: Berkeley, Cal.—Camden, N. J.—Framingham, Mass.—  
Galt, Ontario—Hyde Park, Mass.—Sturtevant, Wis.

Branch Offices at: Atlanta; Birmingham; Boston; Buffalo; Camden; Charlotte; Chicago; Cincinnati; Cleveland; Dallas; Denver; Detroit;  
Hartford; Indianapolis; Kansas City; Los Angeles; Milwaukee; Minneapolis; New York; Omaha; Pittsburgh; Portland; Rochester;  
St. Louis; San Francisco; Seattle; Washington, D. C.

Canadian Offices at: Toronto, Montreal and Galt. Also Agents in Principal Foreign Countries.

# Sturtevant

(REG. U. S. PAT. OFF.)

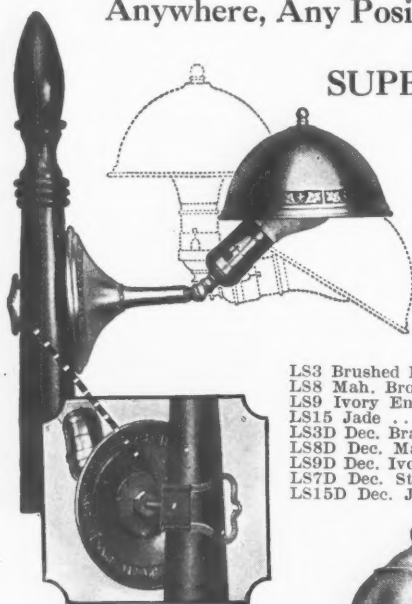
## Ventilating Fans and Blowers



## GREIST Lamps

STAND—HANG—CLAMP

Anywhere, Any Position



### SUPER LAMP

A quality product and a price leader. New clamping mechanism, easy to use, positive grip. Rubber ring in base.

	Ret.
LS3 Brushed Brass .....	\$2.50
LS8 Mah. Bronze .....	2.50
LS9 Ivory Enamel .....	2.50
LS15 Jade .....	2.50
LS3D Dec. Brass .....	3.00
LS8D Dec. Mah. Bronze .....	3.00
LS9D Dec. Ivory .....	3.00
LS7D Dec. Stat. Bronze .....	3.00
LS15D Dec. Jade .....	3.00

### NEW JUNIORLITE→

This graceful lamp with its deep bell-like shade directs plenty of light where you want it and always protects the eyes. We consider it the finest clamping, adjustable lamp ever produced.



	Ret.
LJ3 Brushed Brass .....	\$3.00
LJ8 Mah. Bronze .....	3.00
LJ3D Dec. Brushed Brass .....	3.75
LJ8D Dec. Mah. Bronze .....	3.75
LJ9D Dec. Ivory .....	3.75
LJ7D Dec. Stat. Bronze .....	3.75

### EXECUTIVE DESK LAMP→

The latest! Rich finish, embossed acanthus-designed shade and base. Stands high enough to light entire desk.



	Ret.
LDE3D Dec. Brushed Brass	\$7.50
LDE7D Dec. Stat. Bronze	7.50

### Other Popular GREIST LAMPS

#### Piano or Radio Lamp

	Ret.
LP7D Dec. Stat. Bronze .....	\$4.50
Utilattach Lamp	
LU3 Brushed Brass .....	\$3.00
LU8 Mah. Bronze .....	3.00
LU3D Dec. Brass .....	3.50
LU8D Dec. Mah. Bronze .....	3.50

#### Flexible Lamp (22-in. High)

LF3 Brushed Brass .....	\$3.50
LF8 Mah. Bronze .....	3.50
LF19 Venetian Bronze .....	3.50
LF3D Dec. Brass .....	4.00
LF8D Dec. Mah. Bronze .....	4.00
LF15D Dec. Jade .....	4.00
LF19D Dec. Venetian Bronze .....	4.00

Write for Complete Catalog and Discounts

**GREIST MFG. CO.**  
NEW HAVEN, CONN.

**YOU'VE NEVER TASTED THE REAL STUFF**

until you've had coffee made with a Silex.  
Demand is growing by leaps and bounds.  
More Silex sold in first 9 months of  
1928 than in whole preceding year.  
Millions read advertising in  
Good Housekeeping.

Order your  
samples  
**NOW**

Penn Drug  
Stores order  
250 in 2  
months.

Chicago chain  
wires for  
12 dozen.

**Dealer  
discount**

Coffee made in 3  
minutes. Pyrex  
Glass — guaran-  
teed against heat  
breakage.

550 watts  
A-C or D-C



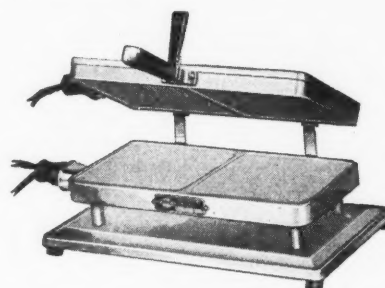
Minneapolis  
outlet sells  
118 in 3  
weeks.

List prices  
4 cup \$9.00  
6 cup 10.50

# SILEX

The SILEX Company, Box 418, Hartford, Conn.

Toasts Sandwiches  
Broils Bacon—Makes French Toast  
Toasts Bread  
Bakes Batter Cakes



## Right At The Table

FOR Christmas—this wonderful new Empire Sandwich Toaster—that makes crisp, golden brown, ready-made sandwiches right at the table. And when the top is laid back the Toaster becomes an efficient grill. Ideal for breakfasts—luncheons—teas—parties. A fast seller. Write for the folder.

**METAL WARE CORPORATION**  
General Offices and Factory • TWO RIVERS, WIS.

Chicago  
New York  
San Francisco



Minneapolis  
St. Louis  
Los Angeles  
Philadelphia

EXPORT DISTRIBUTORS  
International General Electric Co. and John H. Graham & Co., Inc.  
SOLD THROUGH JOBBERS



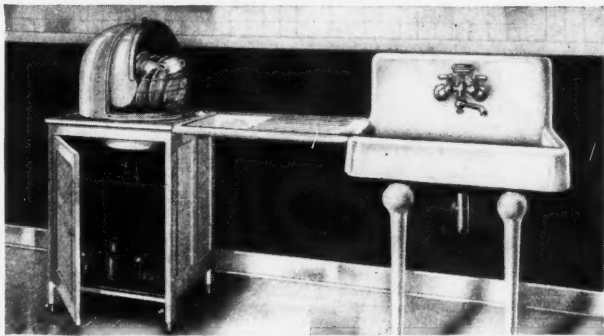
**LAVA** is a superior insulating material, combining fireproof qualities, great dielectric strength and high tensile strength.

Special parts, accurately made to specifications insure uniform dependable insulators.

**AMERICAN LAVA CORPORATION**  
1423 William Street  
CHATTANOOGA, TENNESSEE  
*Manufacturers of Heat Resistant Insulators*

## KLEENKWICK

ELECTRIC DISHWASHERS



"PATD."

We know there is a *demand* for a dependable electric dishwasher. We have a price that offers you a generous profit and a product that affords your customer a useful and entirely satisfactory machine.

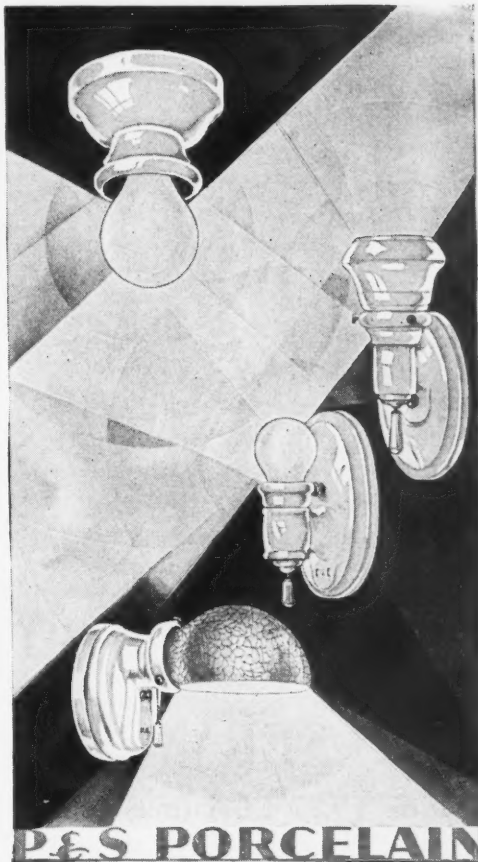
Both domestic and commercial types offer greater sales fields. Homes, Hotels, Clubs, Fountains, Restaurants are some of your prospects.

*Write for Catalog and details.*

*Established 1888*

**Friedley-Voshardt Co.**  
733 S. Halstead St. Chicago, Ill.

Canadian Representative, P. J. F. Baker,  
234 Bay Street, Toronto 2, Canada.



**T**HERE'S durability and a balanced beauty to P&S Alabax seldom found in lighting fixtures. P&S Alabax fixtures are made from the finest china clay, processed by our own methods to produce a strong, hard-surfaced porcelain.

They will not stain, tarnish, rust or peel in any climate or under any conditions. Finished in colors, or in a plain white glazed finish.

You will find no difficulty in convincing customers of the merits of P&S Alabax lighting units. They are reading about them now—through our advertising in the leading national magazines. Every P&S Alabax sale means a good profit margin.

**SOLD THROUGH JOBBERS**

*Send for our complete catalogue showing the P&S Alabax line in full colors.*

*"P&S make labor less"*

**PASS & SEYMOUR, INC.**  
Division D, Solvay Station, Syracuse, N.Y.

**P&S**  
Reg. U. S. Pat. Off.  
**ALABAX**  
Reg. U. S. Pat. Off.  
**LIGHTING FIXTURES**





## SERVICE by TELEGRAPH

Was your 1927 Christmas business handicapped by slow delivery? **THIS YEAR** wire collect (our expense) for dozen lots or more.

**A. Hall Berry**  
71-73 Murray Street, New York City

or

**Play-O-Lite Company**  
Worcester, Mass.



## Follow a good example—

Send in your advertising copy today  
for **ELECTRICAL MERCHANDISING**

**Forms for the January issue close December 15**



## Food Reproductions for Refrigerators

### Special Offer

Food reproductions, made of composition, that really help you sell your refrigerators. They are superior to wax or paper maché, because they look better. These, and many other manufacturers recommend their use:—General Electric Co., Frigidaire, Copeland, McCoay, Coldaks, Servel, Seeger and Kelvinator. As a *SPECIAL* introductory offer we will send, express collect, the following pieces for only \$13.80.

Your electric refrigerator, filled with these attractive food reproductions, and put in your window will catch the eye and hold it. Interest of this sort eliminates sales resistance and your refrigerators sell themselves.



Showing our food reproductions in a General Electric refrigerator. Recommended and used by them.

#### Here's what you get:

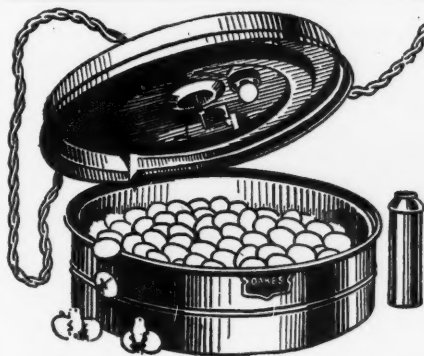
1 lb. Butter  
T Bone Steak  
Chicken (dressed or roasted)  
Tomato  
Cucumber  
Cabbage  
Cauliflower  
Pepper (red or green)  
Grape Fruit (½ or whole)  
Orange  
Lettuce  
Apple  
Pear  
Egg Plant  
Quart of Milk  
½ pt. Cream

**ORDER  
Now!**

at a very low price

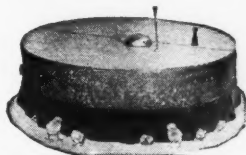
REPRODUCTIONS COMPANY, 311-315 Centre St., Jamaica Plain, Mass.

Here's my check! Please send me collect, these food reproductions listed above which you guarantee to be exactly as represented. You will send these at once. Name..... Street..... City.....



#### ELECTRIC HEN

Easy to sell because it hatches every good egg. Safe and economical to operate. Made in 50, 100, and 165 egg sizes—32 or 110 volts. A.C. or D.C.



#### ELECTRIC BROODER

Now, it is as easy to raise chicks as it is to hatch them. Oakes Electric Hovers are made in all popular sizes up to 1,000 chick capacity. Write for complete information.

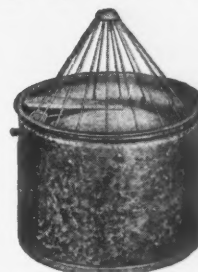
## Oakes Electric Poultry Supplies

### Will Hatch Out Life-Size PROFITS FOR YOU!

**R**AISING chicks electrically is sure, simple, easy. Poultry and farm magazines recommend it. There are hundreds of prospective buyers in your immediate vicinity—farmers, poultry raisers, and suburbanites. Oakes electric poultry equipment is a profitable investment for them—it is a profit leader for you that should be added to your lines immediately.

There's a complete line of Oakes quality poultry supplies—incubators, brooders, fountains, feeders, electric egg testers, etc. Mail the coupon below for complete illustrated catalog and special dealer information.

**OAKES MANUFACTURING CO.**  
365 Dearborn St., TIPTON, INDIANA



#### NEVER-DRY WATERER

This is the handiest watering device ever put on the market for poultry. It connects to hose and automatically feeds water as needed. Supplied with or without electric heater at bottom, which also automatically warms water to proper temperature for fowls.

### PLUG IN ON PROFITS HERE!

We are interested in the Oakes Electric Hen and the complete line of Oakes Quality Poultry Supplies. Send us catalog and special "new dealer's discounts."

Name.....  
Address.....  
City.....  
State.....



## Don't guess at quality — LOOK FOR THIS SEAL

**H**UNDREDS of dealers tell us: "The Seal of Approval of Good Housekeeping Institute helps us to buy merchandise that guarantees satisfaction to our customers." The reason is clear enough:

This Seal is found only on household devices which meet the exacting standards of Good Housekeeping Institute. Quality, efficiency and economy of operation are accurately determined by searching laboratory tests as well as "practical" tests under true home conditions. Nothing is left to guesswork.

Look for the Seal before you stock any unknown household device. Ask the manufacturer: "Is it tested and approved by Good Housekeeping Institute?" The Seal enables you, in turn, to guarantee satisfaction to your customers. And that means better business and increased good-will for you.

The next time a customer hesitates, point to the Seal. See for yourself what confidence and guaranteed satisfaction can do.

## GOOD HOUSEKEEPING

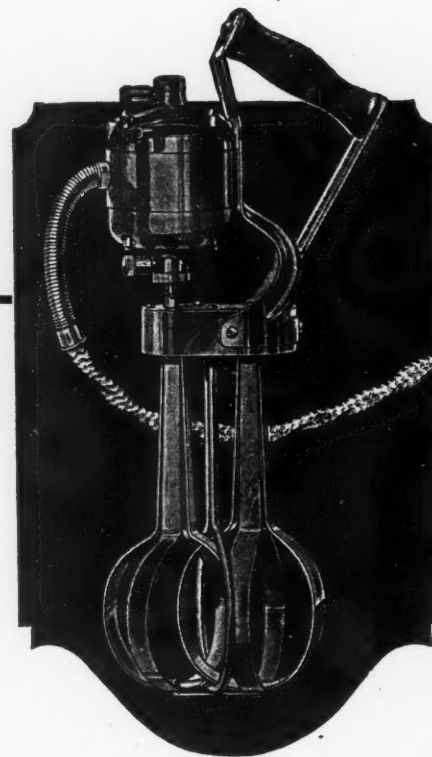
57TH STREET AT EIGHTH AVENUE NEW YORK

GOOD HOUSEKEEPING TRADE SERVICE  
57th Street at 8th Avenue, New York City

EM 12

Please send complete list of Tested and Approved Devices. Also free window cards.

Name of Store .....  
Street .....  
City .....  
Specify number of windows .....



## A Staple New Appliance With a Decided Christmas Appeal

For all Kitchen Beating, Whipping  
and Mixing

The new and unimitated "DORMEYER" Electric Beater is one of the most appealing practical Gift Appliances. Because it possesses that element of DIFFERENCE, thousands of people are selecting it for Mothers, Wives and Sisters.

It will sell as strongly after Christmas—and every month throughout the year. SAVES WORK (bruised hands, aching arms and numbed wrists). SAVES TIME (five times faster than by hand). HELPS MAKE BETTER FOOD.

Sales Increases Naturally Continue—Housewives quickly discard the old, tiresome hand beater when they learn of this modern appliance.

### These Features Insure Its Ready Sale:

Easy to handle—weight but 3½ lbs.  
Easy to clean.  
110 Volt Hamilton Beach Universal Motor.  
Plugs in on any light socket.  
Variable speeds.  
Guaranteed electrically and mechanically.  
Packed in strong, individual cartons.

**STANDARD SIZE—best  
adapted to all purposes  
\$22.50**

JUNIOR MODEL—\$20.00

Supported by National Advertising and many other Sales Helps. Write for complete information, discounts, etc.



THE MACLEOD MFG. CO., INC.  
2642 Greenview Ave., Chicago, Ill.

# 'DORMEYER'

## ELECTRIC BEATER

# CROWDS

Flock Toward Light



**W**HAT window display means in drawing passersby *thru* the doors of your business place, an electric sign means in drawing people *toward* that place.

Put the location and name of your business *prominently in sight* with a Flexlume electric. The almost unavoidable glances of the larger crowd, up and down the street, will rest for a moment upon you. In that instant your business or service will be vividly impressed.

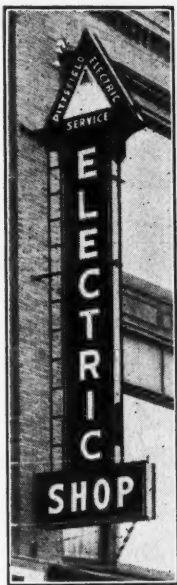
To see how your business would look, advertised in the electric words of a Flexlume, write us to send, without obligation, color sketch of a sign fitted to your needs.

FLEXLUME CORPORATION,  
1766 Military Road,  
Buffalo, N. Y.

Sales and Service  
Offices in Chief Cities  
of U. S. and Can.



Factories also at  
Detroit and Toronto



## FLEXLUME

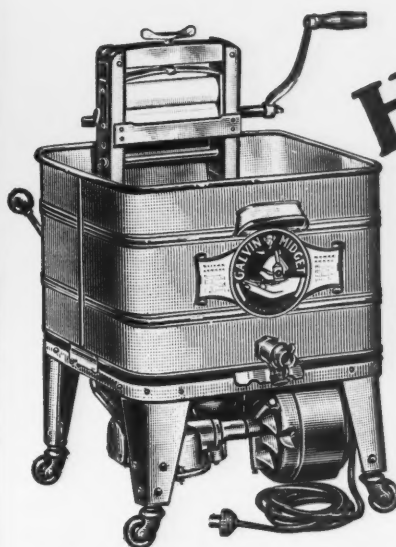
ELECTRIC DISPLAYS



**NOW'S** the Time

**THIS**  
is the Place

and  
**HERE**  
is  
**THE**  
**WASHER**



## The New Galvin Midget Portable Electric Washer

AGITATOR TYPE

**IT'S RIGHT**—Without question this Midget Washer is built right to give most satisfactory service; this is being proven every day by the great increase in sales.

### MEETS A NEED—

Now you have a washer you can sell for Kitchenette or small apartment and for emergency washing when basement can't be used.

**IT FITS**  
**UNDER**  
**SINK**—or  
under

**Order  
Sample  
NOW**

kitchen stove  
and can be dis-  
assembled to fit  
in smaller spaces.

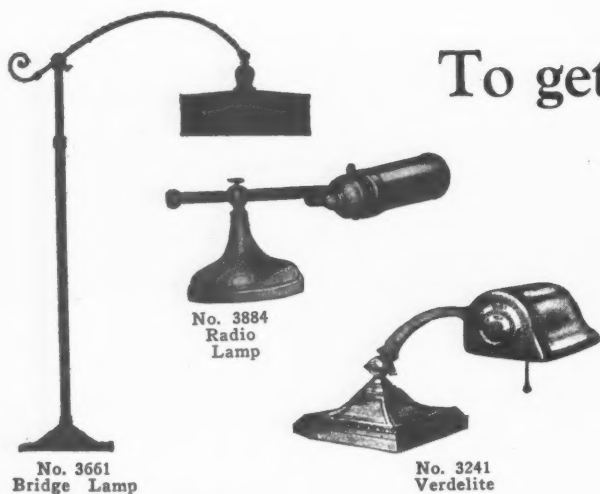
**SAFE, SILENT,  
PRACTICAL**—a  
fast, efficient, and de-  
pendable washer, priced  
right and used even by  
those who have larger  
washers.

RETAILS AT \$66.00—the price is low  
even for this unusual quality yet you  
make a good profit.

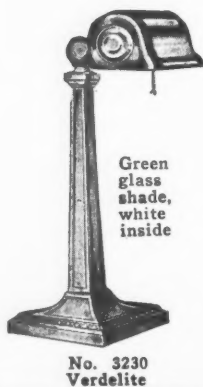
**ACTION IS THE THING**—You should have a sample of this Midget Washer on your floor now. Display it and see the interest it will create and sales it will make. The minute you see it you will be delighted with the sales possibilities.

**Galvin Electric Manufacturing Co.**  
3314-20 South Broadway ST. LOUIS, MO.





Notice the shade  
FARIES "VERDELITE"  
lamps have special patented  
features that permit easy  
cleaning or removing of the  
shade,—no tools or dis-  
mantling.



## To get the customers—you must have the Goods!

**T**HAT means you should stock Faries Lamps. They are better made lamps—the kind that sell quickly, easily and entirely on their own high merit. And easy sales mean easier Profits!

Faries Lamps are all brass throughout. They have the exclusive "Verdelite" shades which "relieve eye strain." And, of course the patented slip-on shade is a worthwhile feature not to be found in any other line.

The Faries Line is an unusually complete one. Stock it now and profit by the universal acceptance and preference that Faries Lamps have enjoyed since 1880.

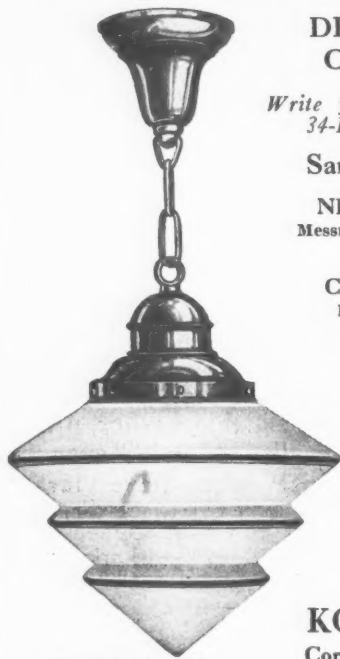
Write today for catalog E.M. 12. A postcard will do.

# FARIES

MANUFACTURING COMPANY  
Decatur, Ill., U. S. A.



## Modernistic Lighting Units



DELICA WHITE  
CASED GLASS

Write for new Unit Catalogue  
34-D. Just off the press.

Samples on Display

NEW YORK OFFICE  
Messrs. Dela Croix and Monroe  
225 Fifth Ave.

CHICAGO OFFICE  
R. M. Peare Company  
17 N. Wabash Ave.

And at our  
GENERAL OFFICES,  
Swissvale, Pa.

Other Products—  
Residential Glassware  
Catalogue 32-D

Portable Lamps  
Catalogue 33-D

**KOPP GLASS, Inc.**  
Corner Palmer and Carrie Sts.  
Swissvale, Pa.

Now doing the business formerly  
conducted by Pittsburgh Lamp,  
Brass & Glass Co., at Swissvale, Pa.

No. 928 10 x 4-in.  
No. 929 12 x 6-in.  
No. 930 14 x 6-in.  
No. 931 16 x 6-in.  
D-7 Black Lines  
D-8 Ruby Lines



No. 44

## Small Universal Motors

1/100 to 1/20 Horsepower

Also battery motors  
in fractional sizes.

Write and tell us  
your problem.

Manufacturers of Motors for Over Twenty-six Years

**KENDRICK & DAVIS CO.**  
LEBANON, NEW HAMPSHIRE

## One Size Connectors for All Common Wiring Joints IDEAL UNIVERSAL WIRE CONNECTORS

One size fits all common wiring joints. Spiral Metal Insert affords grip of steel and gives joint double carrying capacity. Made of highest grade, fireproof molded composition.

A better electrical joint. A better mechanical joint.  
Write for Free Sample 1228

**IDEAL COMMUTATOR DRESSER CO.**  
1037 Park Ave., Sycamore, Ill.

Please send samples, new prices and complete information regarding Ideal Universal Wire Connectors.

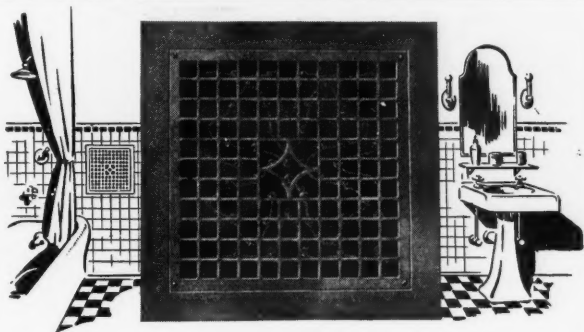
Name .....

Address .....

City and State .....



New Low  
Prices



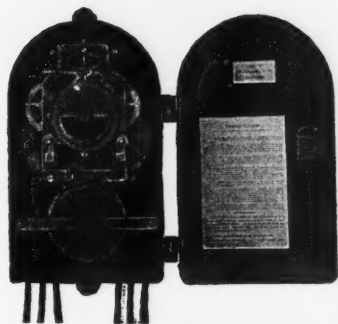
## A Bathroom Wall Heater That Sells!

Here is a new electrical fixture that practically sells itself because of its many valuable features. Built right in the wall it provides a healthy flow of warmth within a few minutes. Easily installed—consumes very little current—metal grille is finished in either nickel, silver or gold to match other fixtures. Approved by Underwriters' Laboratories, Inc., Write for particulars.

**WM. H. JACKSON COMPANY**  
ESTABLISHED IN THE YEAR 1827 2 WEST 47th STREET NEW YORK 318 N. MICHIGAN AVE. CHICAGO THE OLDEST HOUSE OF ITS KIND IN AMERICA

## **HARTFORD**

the time switch with 25 years of service behind it.



All types, all capacities  
**10 amp. to 200 amp.**

The Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch, including the special marine type eight-day clock movement. Especially adapted for lighting and all power lines, two rate meter service, electric signs and display windows, etc.

There is a Hartford Time Switch in just the right type and capacity for every time switch purpose.

*Bulletins, Prices and information on request.*

**HARTFORD TIME SWITCH CO.**



**A. HALL BERRY, General Sales Agents**  
 71 Murray St., New York, N. Y.



## A NEW MONEY MAKER For Electrical Dealers

### The "Handy Sun" Carbon Arc Lamp



The "Handy Sun" now makes it possible for Dealers to sell to homes, at a price, the same type of machine formerly used only in doctors' offices. A child can operate this one. Here is an opportunity for dealers and it's bound to produce profitable business.

Now dealers can cash in on the proven merits of artificial sunlight, because The "Handy Sun" produces, artificially, ultra-violet rays, making healthful sunlight instantly available at every home.

Many of the common ills are successfully treated by The "Handy Sun" with no bother or danger.

The "Handy Sun" is not an ordinary electric lamp device but produces healthful sunlight by means of arc carbons.

Don't pass this by as just another device. We are receiving inquiries from dealers everywhere who want to be first to introduce The "Handy Sun" and first to profit thru it.

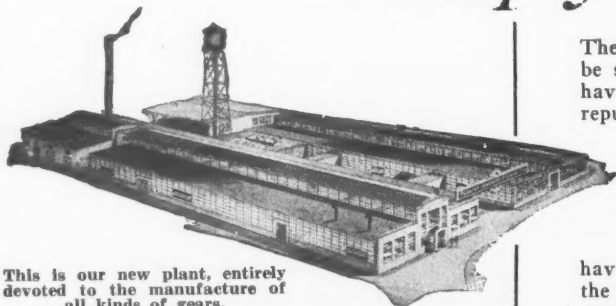
Write and ask for descriptive booklet and our sales plan. See for yourself that here is something valuable—something that will bring a new group of customers to your store.

**THE "Handy Sun" sells for \$75.00.**  
 In any average home it pays for itself quickly. It is ruggedly constructed—carbons easily changed—reflector easily adjusted—simple to operate. You will have no after sale complaints or bother. Hospitals, Doctors, and Sanitariums also use The "Handy Sun" and they, too, will be your customers.

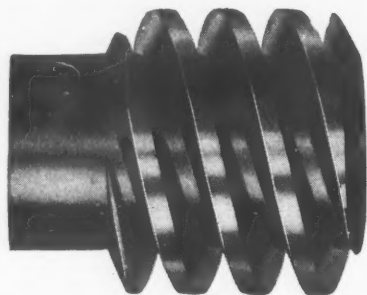
**Interstate Electric Co.**  
 4339 Duncan Ave., St. Louis, Mo.

# DEPENDABLE GEARS

*—keep your product sold!*



This is our new plant, entirely devoted to the manufacture of all kinds of gears.



We specialize in Ground Thread Worms of every description

The importance of dependable gearing in your product cannot be stressed too strongly. Let one of your dealers and a user have an experience with poor gears in your product and your reputation as a manufacturer suffers. To keep your dealers and users of your product sold—to turn them into enthusiastic boosters—be sure of the gears you use!

## PERKINS GEARS

have proven their superiority in the products of the majority of the household and office appliance manufacturers. Every modern facility is maintained in our new plant to effect quantity production with accuracy—a factor that assures you of better quality gears at reasonable prices.

Whether you require dependable Perkins Gears in lots of one hundred or ten thousand, we can meet your requirements in any material desired. Send your blueprints for estimates!

### Get this FREE BOOKLET!

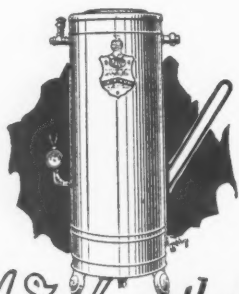
This new booklet No. 27 describes our gear service in detail. It will interest you. Write for your copy today!



**PERKINS MACHINE & GEAR CO.**

130 Circuit Ave., Springfield, Mass.

Beautiful,  
efficient  
and entirely  
dependable



Finished in  
orange and  
black crystal  
lacquer.

## New the Paul Electric Water Heater

A NEW and better Automatic Water Heater. Scientific construction and perfect insulation have resulted in unusually high efficiency with the lowest heat loss ever secured.

Exceptionally low price—and operating cost is no greater than the cost of burning a small light bulb continuously. May be used as automatic or semi-automatic at will.

Safety assured by pressure and temperature relief. Dependable Paul Quality of course.

Write for Bulletin

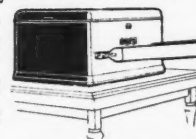
**FORT WAYNE ENGINEERING-  
& MFG. COMPANY**

1711 N. Harrison St.

Fort Wayne, Indiana



Portable and floor models in popular colors. Instantly adjustable, reasonably priced. Many distinctive features. The most popular appliance of its kind on the market. Write for details.



Attractive sales proposition to distributors and dealers.

Dept. B **R-F ELECTRICAL CO.**  
AUGUSTA, KANS.

## MAKE A REAL PROFIT on small motor rewinding

LYKNU Rewinds are guaranteed as good as new—and the saving is as much as \$6.00



We operate the largest exclusive rewinding plant in the world. We deal exclusively in small motor and generator work and can make real profits for you. Send us your burn-outs.

**H. M. Fredericks Co., Lock Haven, Pa.**  
Armature Winding Specialists



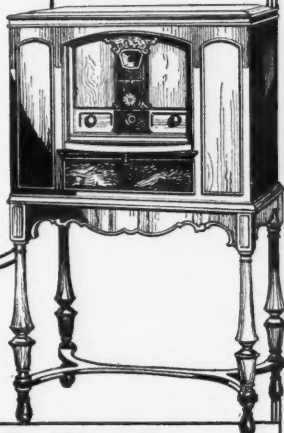
### New All-Electric Stromberg-Carlson

Stromberg-Carlson offers to dealers this season two beautiful Receivers employing the new improved A.C. Tubes. One in an Art Console cabinet (illustrated), and the other in a Treasure Chest or Table type model.

There are also other Stromberg-Carlson models both for alternating current and direct current areas.

Stromberg-Carlson  
Telephone Mfg. Co.  
Rochester, N. Y.

There is nothing  
finer than a  
Stromberg-Carlson



No. 636 Stromberg-Carlson. Operates on A. C. Tubes. Price, less tubes and speaker .....\$245  
Slightly higher Rockies and West and Canada

## Stromberg-Carlson

## SUPER

### Automatic Oil Heater

Fits completely inside the average home furnace.

Low in first cost, economical in operation, highly efficient.

Write for Complete Information



The Super Oil Heater Co.  
Pawtucket, Rhode Island  
Member, Oil Heating Institute



—more dealers  
are now reading  
*Electrical Merchandising*  
than ever before  
in its history

# The new Europe offers you NEW PROFITS



Come to the Leipzig Trade Fair in March

*The latest products of 22 different countries at your finger tips*

See 570 exhibits of electro-technical products, 629 exhibits of lighting fixtures, etc., 300 exhibits of hardware and cutlery, 900 exhibits of kitchen utensils, etc., 730 exhibits of glass and china ware, 880 exhibits of sporting goods, etc.

**T**WICE a year 10,000 exhibitors show their newest and most saleable merchandise at the Leipzig (Germany) Trade Fair, the world's greatest buying and selling center.

At the Spring Fair last year 185,000 buyers from 44 countries attended. Five hundred million dollars worth of goods changed hands. Over 2,000 American buyers found profit and pleasure.

No matter what your line of business is, you will find it well represented. For Leipzig offers you everything . . . from lavalieres to locomotives . . . from toys to trip-hammers . . . from dusters to dye-stuffs . . . everything.

Plan this very minute to attend the General Sample Fair from March 3 to 9, or the Great Technical Fair and Building Fair from March 3 to 13. Send the coupon below and let us tell you about special offerings in your particular field, about concessions in travel rates, and generous, helpful, free service. Write us immediately, for the time is getting short. Send the coupon today.



## LEIPZIG TRADE FAIR

*For 700 years—the market place of Europe*

Leipzig Trade Fair—Dept. E-12,  
11 West 42nd Street, N. Y. C.

Gentlemen: Please send me a copy of the booklet, "A save-money trip to the make-money Fair" which contains complete information regarding profit possibilities, special travel rates and your free service.

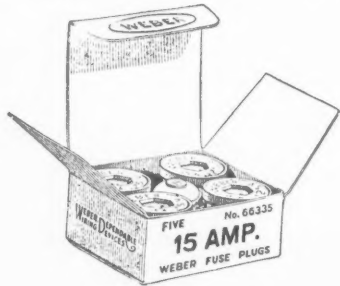
Name .....

Address .....

Firm .....

Business .....

SINCE 1895

**"Crystal Mica" Windows**

**Blown Fuses  
Instantly Spotted**

**Improved Packing of the****"OLD RELIABLE" WEBER FUSE PLUGS**

For more than 20 years Weber Fuse Plugs have been the undisputed preference of the electrical trade. Now, to keep them well in the fore-front they are packed:

Retail cartons of 5; Master cartons of 50; shipping cartons of 500.

No need to specify anything but "Weber Fuse Plugs." Our entire production is packed this way.

**HENRY D. SEARS, General Sales Agent**

80 Boylston Street

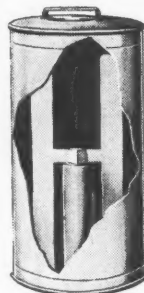
Boston, Mass.

**WEBER DEPENDABLE  
WIRING DEVICES**



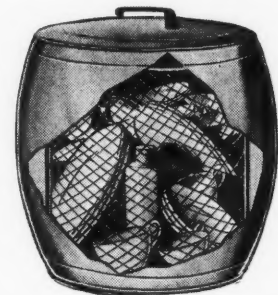
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These accessories  
help sell  
more  
washing  
machines



Churn

They are  
a help  
to your  
salesmen

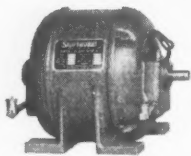


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Operate on washing machines having high center posts

**COLE MFG. CO., 1000 No. 28th St., Birmingham, Ala.**

## Sturtevant Super-Silent Electric Motors



for driving

Domestic Oil Burners —  
Gas Furnaces — Domestic  
Refrigeration — Adding Ma-  
chines — Ventilating Fans —  
Unit Ventilators, etc.

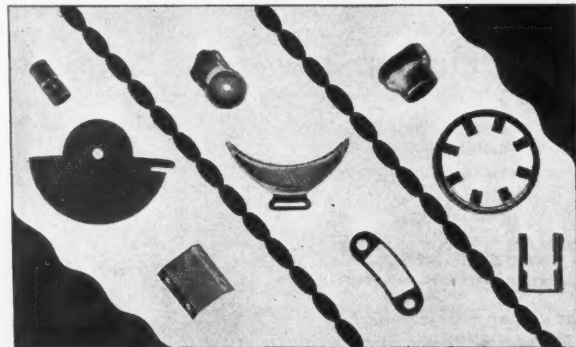
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quietness is essential.*

**FURNISHED** in fractional H.P.  
sizes for either A.C. single and  
polyphase or D.C. Particularly  
well adapted for driving domes-  
tic appliances and small ma-  
chinery.



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## SMALL METAL STAMPINGS ACCURATELY MADE



**PATTON-MacGUYER CO., PROVIDENCE, R. I.**



## 2-PLEX TAPE Cuts TIME in two!

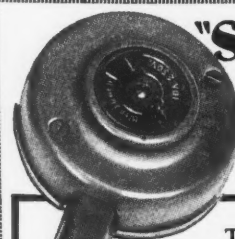
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2-Plex is a high-grade friction tape and a heat-tested insulating rubber tape combined into ONE tape. This enables you to wrap a joint in one operation, NOT two, and have a safe, satisfactory, easily done job.

2-Plex tape can cut your labor cost and increase your profits. It has for other electrical contractors.

Order from your jobber or send for generous size free sample.

**Holfast Rubber Co., Atlanta, Ga.**



**"SAY, ARE  
YOU  
WISE?"**



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NEW FEATURES OF **WIREMOLD**

New "MASTER-SIZE" Wiremold opens up big field of industrial and commercial installation. Wiremold "BEAM-STRAP" makes it almost as easy to lay wires 'round beams as on surface. Other new features and sales helps. Write for catalog and interesting details.  
**THE WIREMOLD COMPANY, Hartford, Conn.**

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—because it contains a complete index of all household electrical appliances now on the market. You will find, properly classified, the names and addresses of the manufacturers of each type of appliance, the trade names, specifications and prices. Also you will find references to advertising pages in this issue that will give you additional information about the products in which you are interested.

Each December issue of *Electrical Merchandising* is the Annual "Appliance Index" Number—a service not duplicated elsewhere in the electrical industry—a service that gives all retailers and wholesalers of electrical merchandise a handy, compact reference volume on all household electrical appliances.

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Tenth Avenue at 36th Street  
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472 pages

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150 illustrations

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All you want to know about  
electric heating — theory;  
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A BOOK that covers the field of electric heating in general—its efficiency as compared with fuel heat; the desirability from the standpoint of the central station in creating a heavier load, etc.—and a detailed survey of the various types of electric heating apparatus, their operating characteristics, the kind of load they create, etc., etc.

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By Edgar A. Wilcox,  
CONSULTING ENGINEER

ATTENTION is directed to the merits and limitations of both electric and fuel heat and to the processes to which either may be applied.

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- Varnish drying ovens;
- Electric annealing furnaces;
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E.M. 12-1-28



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Electrical Merchandising

### POSITIONS VACANT

A MAN wanted who has had experience and is able to buy and sell electrical lighting fixtures. Party desired is one who must have executive experience and must be thoroughly capable of assuming all the responsibility of such a department. Write, or if possible personal interview desired. Gray Trimble Electric Company, Inc., 107 E. Front St., Bloomington, Ill.

WANTED power sales engineer for utility company located in Central West. Must be thoroughly familiar with application of electric power to small factories, elevators, mills and similar installations. Reply giving full and complete information as to age, education, experience and references. P-187, Electrical Merchandising, 7 South Dearborn St., Chicago, Ill.

### SALESMAN WANTED

Electrical Engineer, Graduate  
To sell to radio manufacturers. Splendid opportunity for man with ability. Salary and commission. State fully education and experience. SW-189, Electrical Merchandising, Tenth Ave. at 36th St., New York.

### REPRESENTATIVES AVAILABLE

SALES ENGINEER will represent manufacturers of appliances, supplies South-eastern territory. RA-178, Electrical Merchandising, Tenth Ave. at 36th St., New York.

#### Manufacturer's Agent

Well known to trade in metropolitan district, wants salable merchandise to sell on straight commission from centrally located New York office. Good department store and lighting company connections. RA-186, Electrical Merchandising, 7 South Dearborn St., Chicago, Ill.

#### Manufacturer's Agent

Can take one or two good, salable lines, appliances or supplies, Kansas City territory. Familiar with the trade, merchandising problems and policies. RA-188, Electrical Merchandising, 7 South Dearborn St., Chicago, Ill.

#### Manufacturers Sales Representatives

Calling on radio and electrical jobbers and larger retail outlets in Philadelphia, Baltimore, Washington territory, are open for few additional substantial lines with volume possibilities. Best references. RA-191, Electrical Merchandising, Tenth Ave. at 36th St., New York.

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Washing machines, vacuum cleaners, radio and refrigeration, who consign to dealers. We are covering the trade wholesale in New England, New York, New Jersey and Pennsylvania. RA-193, Electrical Merchandising, Tenth Ave. at 36th St., New York.

### BUSINESS OPPORTUNITY

#### Business For Sale

Old established electrical contractor-dealer business in the best town under 5,000 population in New York State. Exclusive franchise on most important lines. Low overhead. Opportunity to double business in first year. Will sell on basis of its earning power, and if you have some cash and are interested, will show our income tax reports. L. L. Luther, Everything Electrical, Pulaski, N. Y.

## Sales Executive

with 10 years' experience in merchandising Electrical Appliances and Household Devices, can be released from present contract January, 1929. Would consider contract with manufacturer such as General Sales Manager, or as General Sales Distributor. Can take either old organization which may not be producing results or build up entire new sales organization.

SA-190, Electrical Merchandising  
Tenth Ave. at 36th St., New York City

### Representative Available

A young man with wide acquaintance and experience with the Jobbing and Central Station trade in Eastern Pennsylvania is desirous of making a connection with a high-grade Manufacturer of Electrical Specialties. Will consider either salary, drawing account or straight commission. The merchandise must be a quality proposition.

RA-192, Electrical Merchandising  
Tenth Ave. at 36th St., New York City

A sales organization of over two hundred men, with connections in the principal eastern cities and capable of expanding to cover the entire United States, is available to a manufacturer who is financially responsible and wishes to be represented on a commission basis by an organization that can market a product of real worth.

SA-185, Electrical Merchandising,  
Tenth Ave. and 36th St., New York City

### Want Representative Lines

A sales agency with office in Chicago is prepared to handle additional lines of electrical appliances and other electrical products.

RW-184, Electrical Merchandising,  
7 South Dearborn St., Chicago, Ill.

### FOR SALE

#### Electrical Retail Store

in Pennsylvania. Inventory about \$7,500. Mazda Lamp "B" Agency. Selling on account of poor health.

FS-175, Electrical Merchandising,  
Tenth Ave. at 36th St., New York City.

### FOR SALE

#### Delco-Lighting Plant

New 2,500 watt, 110 volt, with 56 cell, 160 ampere hour storage battery, self-cranking. Address reply

BO-164, Electrical Merchandising  
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## Automatic Regenerating Water Softener

of very simple design and construction—only two essential moving parts—manufacturing cost about 30% to 50% less than other automatic water softeners on the market—covered by Patent No. 1,654,537 and other well seasoned pending patent applications having unusually broad claims allowed.

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## WANTED

### WANTED

We are in the market for all makes of Trade-in vacuum cleaners.

Send us your list, also  
No. 18 P. D. Cord

Do you need parts for rebuilding vacuum cleaners, such as Bags, Brushes, Switches, etc. We have them.

Berry Vacuum Cleaner Co.  
107 DeKalb Ave., Brooklyn, N. Y.

### WILL PURCHASE

## Maytag or Easy Electric Washers

in small or large quantities. Will purchase other makes of Washers, Vacuum Cleaners, Radios, etc. State full particulars, cash price, etc. Address

CLAUSS ELECTRIC SERVICE, Inc.  
218 West 4th St., Cincinnati, Ohio

Replies confidential



FOR SALE CHEAP

**New Refrigerators**

On account of giving up refrigeration business, we offer all or any part of the following stock of Illinois Automatic Refrigerators for sale at a sacrifice:

22—No. 1282 6.85 cu.ft. provision capacity.

9—No. 1201 6.2 cu.ft. provision capacity.

These are of the type shown as 4C and are in original crates. Your offers subject to prior sale, will receive consideration.

**Radio Equipment Company of Texas**  
1924 Main Street, Dallas, Texas

FOR SALE

**LAMP POSTS**

114—King Ornamental Posts without fixtures or transformers, 12-ft. 6½-in. to lamp center.

36—King, Jr., No. 721 with small door and round bolt hole.

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EDISON COMPANY**  
**EDWARD T. GUSHEE**  
**PURCHASING AGENT**  
2000 2<sup>nd</sup> Ave., Detroit Mich.

**VACUUM CLEANER**

and

**WASHING MACHINE**

Parts and Accessories

**Bags**—to fit any make of cleaner. Lots of 25, ea. 60c.

**Belts**—Hoover, Lots of 100, ea. 12c.

**Brushes** refinished and rebristled and armatures rewound.

**Washing Machine Motors**, 1/8 horsepower, 110 volt, rebuilt and guaranteed. Each \$7.50.

Wringer rolls and other parts furnished.

Write for Bulletin

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A Complete Appliance Service  
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Brushes for vacuum cleaners rebristled, \$.50 each.

Carbon Brushes, all makes at \$.06 each—no less than 1 doz. sold.

Hoover Belts. Lots of 100, \$10.

A very good belt.

Also get our prices on Rebuilt Cleaners.

**GRAYSON APPLIANCE CO.**  
3515 Lincoln Ave., Chicago, Ill.

**VACUUM CLEANER BAGS**

for all makes, with names thereon, Black material less hardware, 60c each, 55c each in lots of 100, assorted or otherwise.

**ACE BAG CO., INC.**

P. O. Box 541, Indianapolis, Ind.

**Vacuum Cleaner Armatures**

Rewound. Exchange Price \$2.50 each.

Vacuum Cleaner Brushes Rebristled \$0.50.

Hoover Belts 10c. Western Elec. 12c.

HERE ARE SOME REAL BARGAINS.

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4552 Sheridan Ave., Detroit, Mich.

# What is the MAN POWER rating of your business?

**B**ACK of every business success is the human element. No organization with a poorly selected personnel can be long successful. No organization with a wisely chosen body of employees can be anything but successful.

Every man who goes on your payroll should be employed only after a rigid weeding out process. An advertisement in the *Electrical Merchandising* is the first step toward eliminating the undesirables, for only sincere, intelligent, and forward looking men read this paper regularly. They are the kind of men you want in your employ. They are the kind of men you *must* have if *your* business success is to be assured.

Take the first step toward increasing the MAN POWER rating of your business by using the employment advertising service of the *Electrical Merchandising*.

Address

**SEARCHLIGHT DEPARTMENT**

Tenth Ave. at 36th St., New York



## Try us with a Sample

**I**F parts of goods that you sell are breaking down—If you are having to replace certain parts frequently—If your service costs are running high—Try us with a sample.

It costs you nothing but postage to send us a sample. We'll be glad to study it, and make recommendations as to how this trouble may be eliminated.

CETEC parts have high tensile strength, high transverse strength, and dielectric resistance to meet almost any need. They are practically fireproof, and hard as a rock. They save you service troubles; help you reduce service costs.

CETEC comes in colors. Black. Brown. Beautiful mottled effects. And the color goes all through. It can't tarnish, peel, wear off or burn off.

When a manufacturer uses CETEC molded parts, he's giving you the best obtainable. He's thinking of your selling and profit problems—and he's helping you solve them.

MOLDED



PRODUCTS

## CONNECTICUT

MOLDED PRODUCTS CORPORATION  
MERIDEN, CONN.

CONNECTICUT MOLDED PRODUCTS CORP.  
Meriden, Connecticut  
Give us full information about CETEC and its use in the following parts:

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\_\_\_\_\_  
\_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

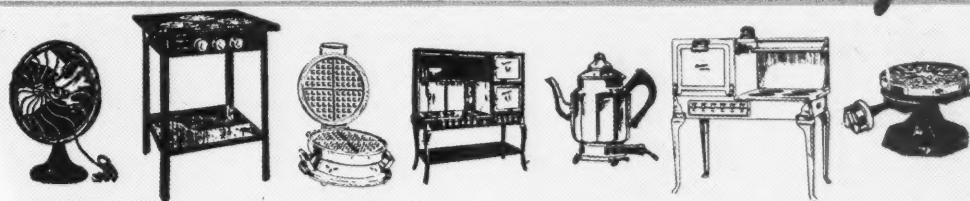
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3337 Whitney Ave.  
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is Fully Explained in this Sales Manual

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*the Vogue in  
Exercising Machines*

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COMPETITION**

Two speeds—five stroke variations instantly attainable without mechanical adjustment—something no other electrical exerciser has. Light weight, sturdy construction, life-long dependability—handsome appearance—all at a price away under any comparable product.

**Outside sales operation method**

**GROUP SALES CAMPAIGN**

**Vita Window Demonstration pulls People-Profits-Publicity into your store**

**KNOTT & GARLLUS COMPANY**  
3943 A Street  
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MOST manufacturers would be satisfied to produce as good a product as VITA, but we do not stop there. Back of VITA is a selling plan worthy of the product.

A copy of the sales manual illustrated above is furnished every VITA dealer. With the aid of this manual, any merchant, regardless of whether he has experience with specialties of this character, can quickly put into operation the same plan that is rolling up profits for VITA merchants everywhere.

Mechanical exercisers have medical endorsement. Daily their use is becoming more common and VITA-lizing is the vogue.

Twenty-two years of manufacturing experience guarantees that VITA design, VITA performance and VITA price are right.

Recognizing that our success in marketing VITA depends upon making money for VITA merchants, we do not stock the dealer, but instead show him how to sell VITA and give him the big end of the profits.

Ask us to ship you a demonstration machine and the sales manual. Display VITA in your store. Compare it for performance, construction, appearance and price with any other exerciser. Study the Sales Plan.

Then you'll be convinced that the VITA franchise offers a real opportunity for both favorable publicity and profit.

